

Fig. 1

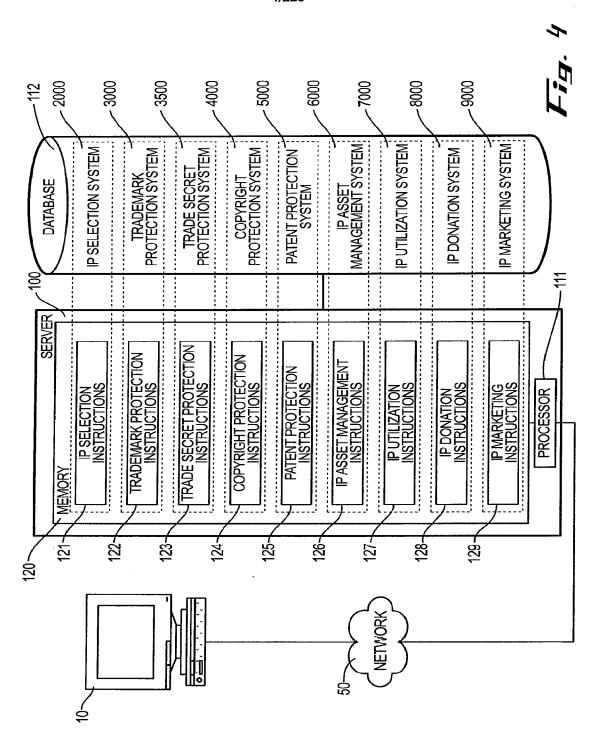
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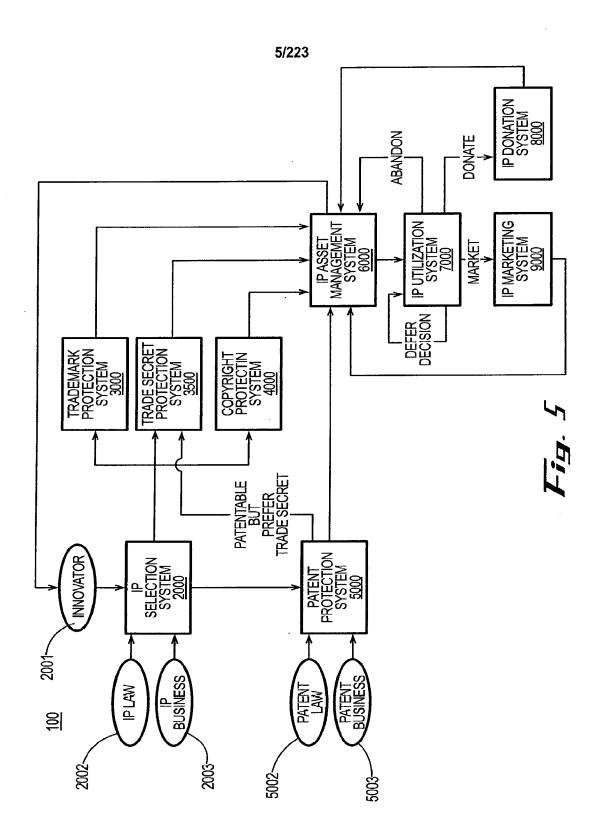
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	Maintenance	P Maintenance (L5)	•1-2 hours	•1 day + periodic	20 years/patent 5-10 years/trademark tht 10 years/copyright	Disclosure Agreements.	Verify issuance award received (if any) Record all relevant IP information Internal follow up Ip policing Ip policing	IP attributes cataloged	October 1999
	Negotations and Sales N	IP Registration (L4)	3-5hours/patent 1-2 hours/trademark 1 hours/copyright		•	arkings and use of Non-C	Assist in notification to innovation generator Assist innovation generator in marking innovation egistration information generator in understanding extent of IP protection Verify registration	• # Registration • Proper markings	
	Negotiations	IP Protection Pending (L3)	• 3-5 hours/patent k 4-6 hours/trademark 1 hours/copyright	+ Q(4	• 22-3 months/patent 12-18 mos/trademark t 3-4 months/coovright	cret, including proper me	Verify filing award received (if any) Assist innovation generator with issues relating to using innovation while IP protection pending status Follow up with legal regarding status Follow up with legal Follow up with legal Follow up with engal documents from government agency where application filed & assist in response	 Proper innovation usage during IP Pendency 	
	Identification, Development and Protection	IP Protection Initiation (L2)	• 3-5 hours/patent 3-5 hours/trademark 1 hour/copyright	• 3-5 months/patent 1-5 days/trademark 1/5 days/copyright	• 4-6 months/patent 1-3 mos/trademark 3-4 weeks/copyright	rust be taken to keep se	Assess disclosure form Notification to IP and Protection legal Verify disclosure award received (if any) It - Follow up with innovation generator and generator and gegal Application filed Application filed	 # Applications filed Quality of applications 	
	Identification, Develop	In Development (L1)	1ct • 1-2 hours • 3-5 hours • 1-2 hours	•1-5 days	•1-2 weeks	but reasonable steps m	Further educate innovation generator on information needed for IP protection Assist innovation generator in getting innovation to point for protection with IP in protection with technical understanding Disclosure form received Clearance Searches	Innovations • # Disclosures identified (#/types) • Innovation Quality of Attributes known innovations and cataloged	
	Support	•	• 1-2 hours/product • 1-2 hours • 3-5 hours • 1-2 hours	• 1-5 days	<1 week	d not be registered,	Internal awareness and awareness and education education clarify building protection opportunities edeality type of protection(s) needed quality opportunities opportunities evaluating for marketing for marketing for marketing for marketing for easigned assigned	 Innovations identified (#/typ Quality of innovations 	
IP Protection Life Cycle	Continuous IP Process;		Efort Spent:	Time Elapsed (per level):	Time Elapsed (lotal):	Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements	Protection Adivities:	Measures:	

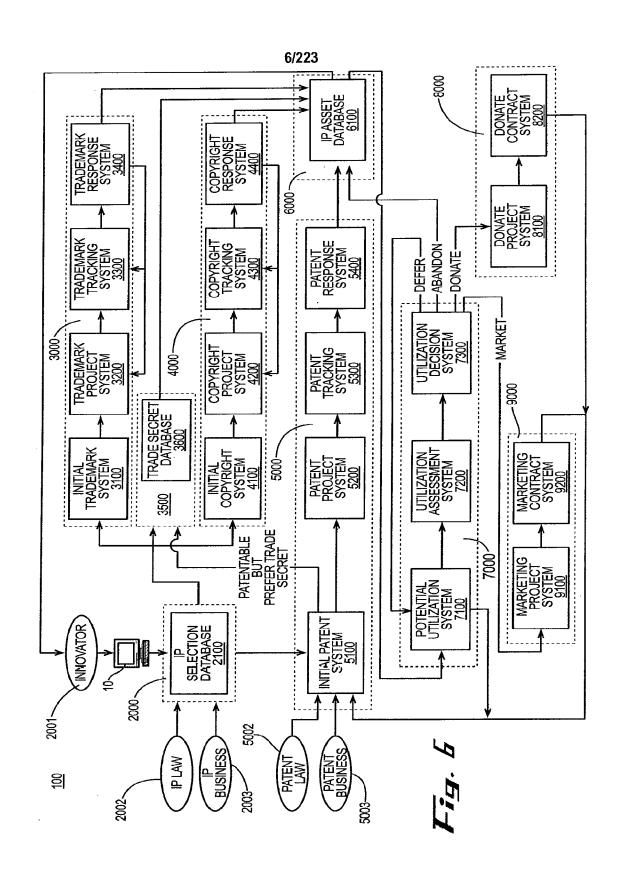
Fig. 1

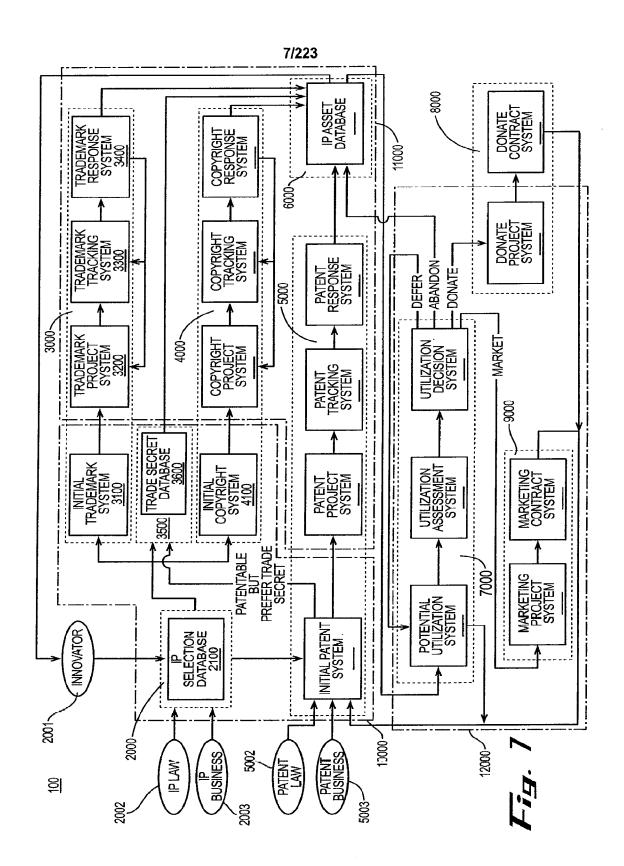
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	Maintenance	Closed Deal Maintenance (L5)	• 1 day + ongoing • 1-2 hours/deal + • 2-6 months	Sign contracts Record all relevant product information Record all relevant deal information Track royalties Sales partner/end user relationship management informationship management Internal followup Quality standards management IP policing	 Is e Revenues % licensed with patent protection Deal attributes cataloged 	October 1999
	Negotiations and Sales	Awaiting Execution Agreement/ Transaction Report (L4)	7-10 days1-2 hours/deal2-6 months	Finalize fine points of contract contract Manage technical and logistic issues of product	• TR for all deals • Revenues • % licensec patent pro • Deal attrib cataloged	
	H	Negotiations WExternal Party in Progress (L3)	•1-5 months •10-50 hours/deal •2-6 months	Continue product valuation, market research, & channel strategy overview presentation (external) Obtermine strong of deal complete negotiations/ contracts Contracts Drant & submit Transaction Report	Is Accuracy of valuations • Terms of deals •# times contract reworked	
	Identification, Development and Protection	Awaiting Execution of Pre- Transaction Report (L2)	 7-10 days 5-10 hours/product 5-10 hours/deal 1-2 weeks 2-3 weeks 	Conduct indept interview with SME & Continue to build relationship Begin channel strategy Continue competitive research and valuation of product at Initiate contact with chosen of sales partners/end users Utilize NDAs Protect IP prior to disclosing (when possible)	Product attributes •PTR for all deals•Accuracy of known & valuations cataloged • Terms of de explosed • # times con reworked	
	Identification, Devel	Research in Progress (L1)	•7-10 days t •5-10 hours/prod •1-2 weeks	Begin market research Follow-up interview with SME Begin product scorecard research Access competitive environment Initial valuation of product Initial valuation of product Prioritize product within portfolio Make Go-No Go decision Begin to get internal buy-in Draft & submitt	Product attribute known & cataloged	
	Support	Potential Opportunity Identification (L0)	•1-5 days •1-2 hours/product •<1 week	Internal awareness and ed.cation Internal relationship bu Iding hidentify potential marketing opportunities Catalog and qualify potential opportunities Notification to IP Protection for disclosure IP Marketing team member assigned	 Products identified Quality of products 	
IP Marketing Life Cycle	Continuous IP Process:		Effort Spent: Time Elapsed (per level): Time Elapsed (total):	IP Protection Activities:	Measures:	

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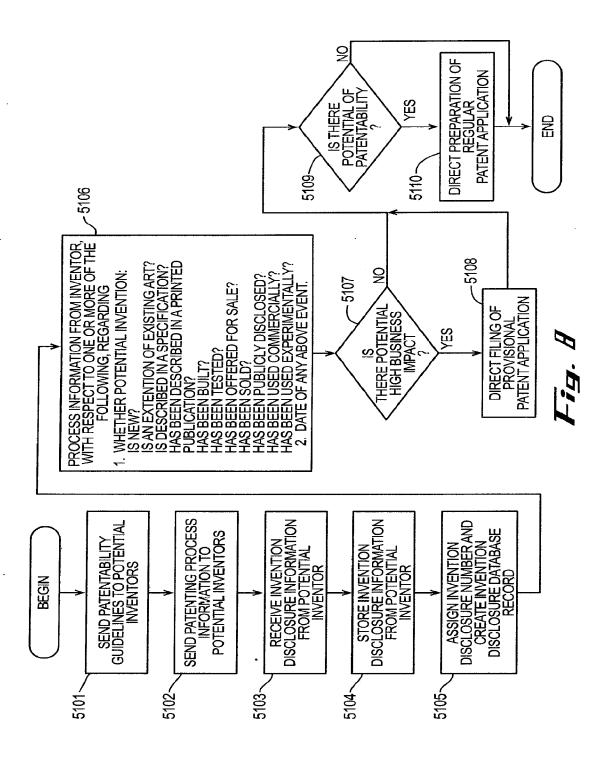


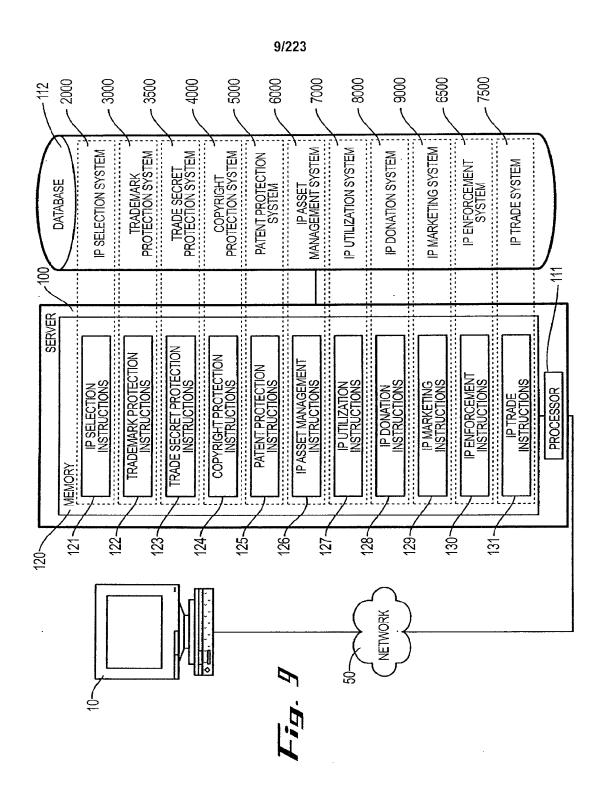


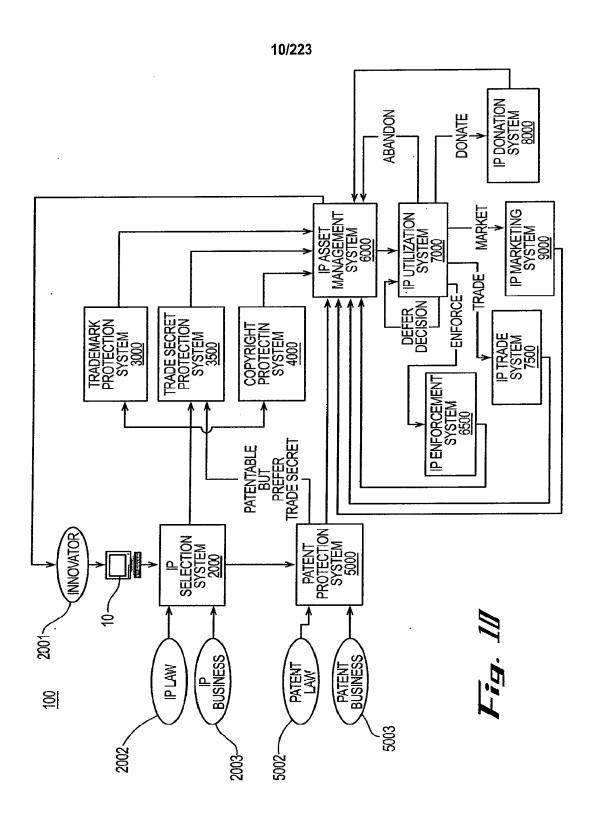


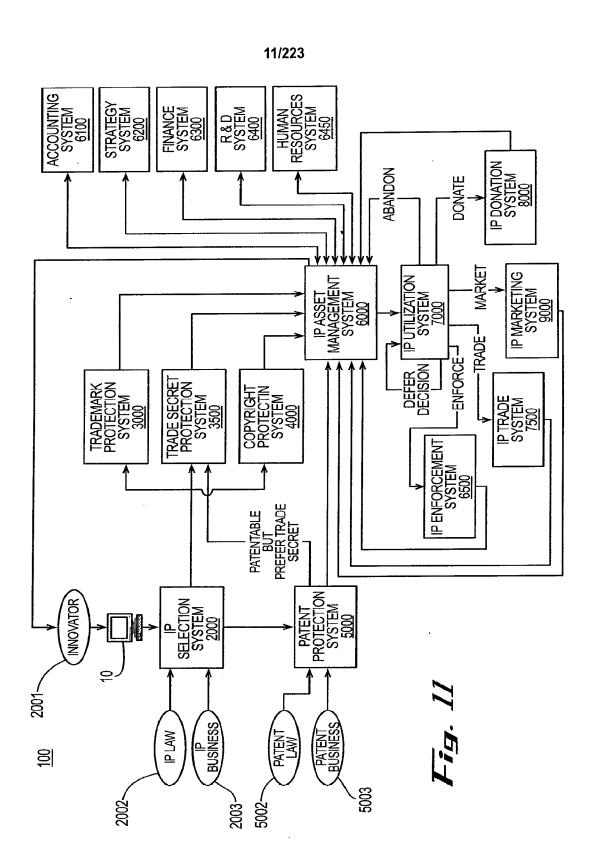


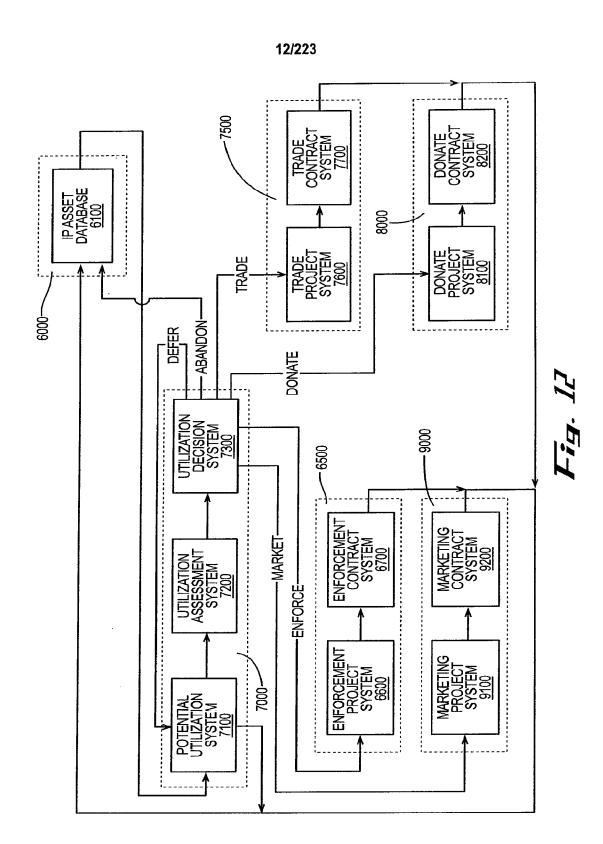
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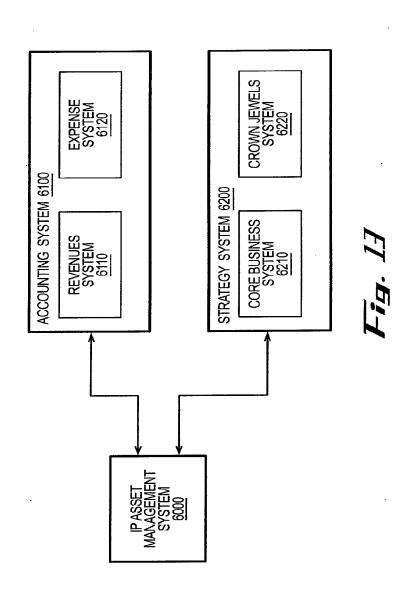




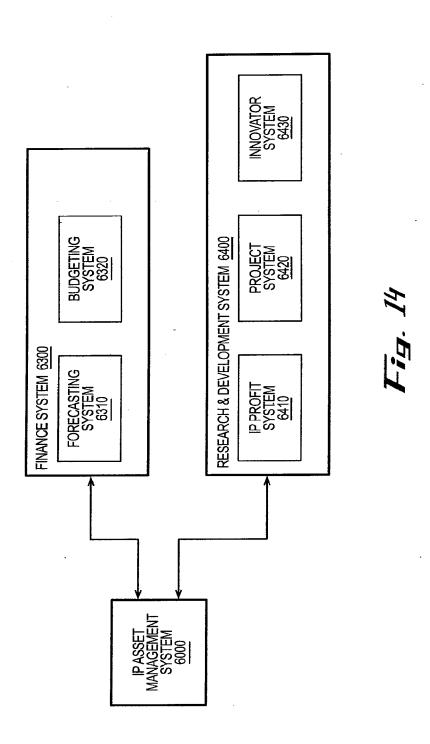




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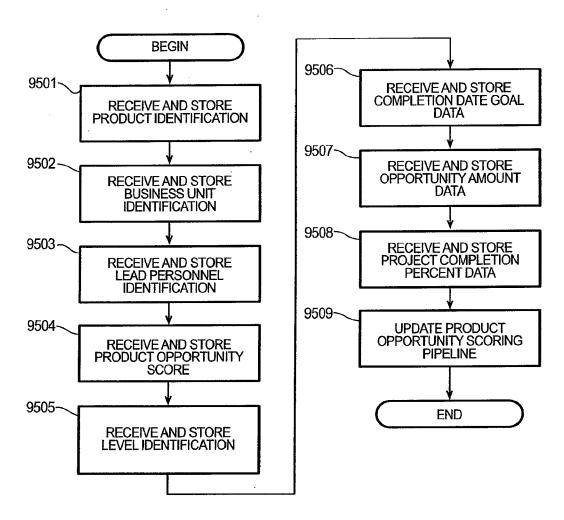


Fig. 18

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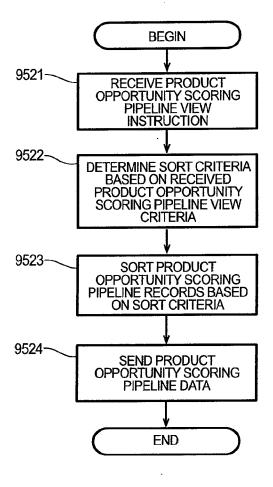
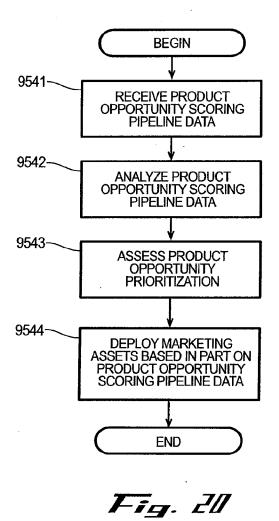


Fig. 19



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IP Mar	keting Databas	se - Tables
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
IP Marketing	Database - C	ompanies Table
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketing C		keting Opps Table
Field Name	Data Type	Description
	AutoNumber	Description
Opp # Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address 2	Text	
Mktg Participant City, State	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Data Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

Sales Funnel by Status	Date Legal Bus Approved	Date/Time	
Patent Status Text IT Platform Memo Level 1 Date Date Date/Time Level 1 Date Date/Time Sub-entity Text Top25 Yes/No IP Marketing Database - Queries Queries Description CoAlphaSort Level 0 WIP Report Level 1 WIP Report Level 1 WIP Report Level 2 WIP Report Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Marketing Opps Query Most Recent New Deals Opportunity Summaries - Specify 1 Entity Only Top 25 Report IP Marketing Database - Reports Report by Entity-Specify 1 Entity Only Top 25 Report Level 2 WIP Report Level 1 WIP Report Level 1 WIP Report Level 4 WIP Report Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Level 6 WIP Report Level 7 WIP Report Level 7 WIP Report Level 8 WIP Report Level 9 WIP R			
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Level 1 WIP Report Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Most Recent New Deals Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report IP Marketing Opps IP Marketing Opps IP Marketing Reports		Description e - Reports
Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Most Recent New Deals Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report IP Marketing Opps Marketing Opps IP Marketing Opps Reports Deal Overview by Vendor		Description e - Reports
Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Most Recent New Deals Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report Forms Marketing Opps IP Marketing Opps Reports Deal Overview by Vendor Level 0 WIP Report		Description e - Reports
Level 4 WIP Report Level 5 WIP Report Most Recent New Deals Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report IP Marketing Pops Marketing Opps IP Marketing Opps Reports Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report		Description e - Reports
Level 5 WIP Report Most Recent New Deals Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report Forms Marketing Opps IP Marketing Opps IP Marketing Opps Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report Level 2 WIP Report		Description e - Reports
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Opportunity Summaries - Al I Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Top 25 Report Forms Marketing Opps IP Marke Reports Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 4 WIP Report		Description e - Reports
Opportunity Summaries - Specify 1 Entity Only Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Forms Marketing Opps IP Marketing Opps Reports Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 4 WIP Report Level 5 WIP Report		Description e - Reports
Report by Entity - All Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Forms Forms Marketing Opps IP Marke Reports Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report Level 2 WIP Report Level 3 WIP Report Level 4 WIP Report Level 4 WIP Report Level 5 WIP Report Most Recent New Deals		Description e - Reports
Report by Entity - Specify 1 Entity Only Sales Funnel by Status Sales Funnel Tracking by Date	Forms Forms Marketing Opps IP Marke Reports Deal Overview by Vendor Level 0 WIP Report Level 1 WIP Report Level 2 WIP Report Level 3 WIP Report Level 3 WIP Report Level 4 WIP Report Level 5 WIP Report Lovel 5 WIP Report Level 6 WIP Report Level 7 WIP Report Level 7 WIP Report Level 7 WIP Report Level 8 WIP Report Level 8 WIP Report Level 9 WIP Repo		Description e - Reports
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Contract 1	racking Databas	e -Tables
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking	ng Database - Ag	reement Types Table
		Description
Field Name	Data Type	Description
ID		
Agreement Types		
Description		
Contract Trackir	ng Database - Ag	reement Types Table
Field Name	Data Type	Description
ID Field1		
	an Detabase Co	ntracts Listing Table
Field Name	Data Type	Description
ID	AutoNumber	
First Party	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text Hyperlink	Link to scanned image of signed original agreement
Executed Contract Image Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	ERIN 10 Scall i led il lage of signed original agreement
Transaction Type	Text	
Types of IP Involved	Text	
Fregency of payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IP Type 1	Text	
IP Type 2	Text	
IP Type 3	Text	
IP Type 4	Text	
IP Type 5	Text	
Project Name	Text	- Owing
	Tracking Databa	
Queries		Description

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Company Alpha Order	
Unexecuted Agreements	
Contract Track	ing Database - Forms
Forms	Description
Contracts Listing	
Contract Tracki	ng Database - Reports
Reports	Description
Unexecuted Agreements	

Fig. 24

	LOIZEO	T-1.1
	n Awards Data	
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
		e - Awards Table
Field Name	Data Type	Description
Key#	AutoNumber	Unique Key
Award#	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IPID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
CupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by Elegal Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter and Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Filing Award Nequest sent to ii C	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Dale/Time	Dale BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents
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	T5 · F	
Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publicaton Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Confirmation of Paymnet Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Article
General Award Title	Memo	Reason for General Award
\$ Amount of General Awrd	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
	7	D : 1 7 F L 24 F DOOG FCD
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BSCC ESP Disclosure	iext	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	Program Esp Coordinator's Name
ESP Coordinator	Text	Program Esp Coordinator's Name
ESP Coordinator Innovation Awards D	Text atabase - Con	Program
ESP Coordinator Innovation Awards D Field Name	Text atabase - Con Data Type	Program Esp Coordinator's Name npany Addresses Table
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In and a America	ZIIZZS	Coordinatora Table
	Database - IF	Coordinators Table
Field Name	Data Type	Description
IPID#	Text	IP Coordinator ID #
FullNamelPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone #	Text	Business Phone
FAX#	Text	Business FAX
Innovation A	wards Databa	ase - Queries
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		,

Recipients of Inventor Achievement Awards			
Recipients of Issuance Awards			
Recipients of Publication			
	n Awards Dat	abase - Forms	
Forms		Description	
Awards			
Company Addresses			
ESP Coordinators			
IP Coordinators			
Innovation	Awards Data	base - Reports	
Forms		Description	
Awards	1		
By Date & IPC - Apps Filed			
By Date & IPC - Disclosures Filed		•	
By Date & IPC - Patents Granted			
Copy of Recipients of Issuance Awards -			
Reports for Award Mfg.			
DH of Recipients of Filing Awards			
DH of Recipients of Inventor Ach Awards			
DH of Recipients of Issuance Awards			
DH of Recipients of Publication Awards			
Disclosure Award Letter			
General Award Form			
Inventor Achievement Award Form - 10 issue	ad		
Inventor Achievement Award Form - 5 issued			
Open Filing Awards			
Open General Awards			
Open Inventor Achievement Awards	-		
Open Issuance Awards			
Open Publications Awards			
Patent Filing Award Form			
Patent Issuance Award Form			
Progress Report			
Publication Award Form			
Recipients of Filing Awards - sort by Award #			
Redpients of Filing Awards - soft by Award #			
Recipients of Filing Awards - Sort by Inventor Name			
Recipients of Inventor Achievement Awards - Sort		. mar no en estadores mar	
by Award #			
Recipients of Issuance Awards - Sort by Award #			
Recipients of Issuance Awards - Sort by Award #			
Name			
Hallic			
Recipients of Publication Awards - Sort by Award #			
Recipients of Publication Awards - Sort by Award #			
Name			
Verification Table			
VEHICAUCH TADIE			

	BellSouth Intellectual Property M	larketing Database
Status of Opportunity: Date Status Changed Product/Project Name: Product Group: Product Type: Type of IP Involved: Patent Status:		
BellSouth Entity: Sub-entity Name: BellSouth Contacts:	BellSouth Telecommunications, Inc. Nework Bill Smith	BIPMARK Lead: CB BIPMARK Support 1: BIPMARK Support 2: BIPMARK Support 3:
Marketing Participant: Address:	Andersen Consulting (to BT, SBC)	Participant Type: Remarketing Participant Contacts:
City, State, Zip		
Estimated Availability Description of Opp.:	Date: 1/ 1/99	
Status of Deal:		
Background of Deal:		
IT Platform:		
Financial Analysis:		
Competitive Analysis:	,	
Comments for Top Deals Report:		
Next Scheduled Follow Follow-Up Actions to be	•	gation

30/223 [L0=Potential Opportunity][L1=Initial Research in Progress] [L2=Awaiting Exec. Pre-Transacton Report] [L3=Negotiations in Progress] [L4=Awaiting Exec. Agrint/Transaction Report] [L5=Contract Completed/Cossed] Status Product/Project Name Opp# BellSouth Entity Status Company Name Lead Support Est Value Deal Size Priority Reason/Comments Page 1 of 6 PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement. Tuesday, December 14, 1999 Deals/Potential Opportunities Priortization of Top Deals

Fig. Ill

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		31/223	
	Date Chod		Page 1 of 2
	Priority		مَدّ
	Deal Size		
	Est. Value		outside the
	ARK Support		r disclosed agreemen
	BIPMARK Lead Su		ARY be used o
	Patent Status Company Name		PRIVATE/PROPRIETARY Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.
	Patent Status		PR te/proprietary infi South companie
orporation teport 999	#ddO		ains prival Bells
operty Marketing Cc in Progress) WIP R lay, December 14, 1	Subsidiary Name		Cont
BellSouth Intellectual Property Marketing Corporation Level 1 (Initial Research in Progress) WIP Report Date Generated: Tuesday, December 14, 1999	Product/Project Name		

Fig. II

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BELLSOUTH Intellectual Property Companies Contract Tracking Database
Agreement Type:
First Party:
Second Party:
Third Party:
Effective Date: Termination or Renewal Date:
Termination or Renewal Terms:
Confidentiality Period?:
Executed Copy on File?: Location of Original:
Comments:
View Executed Contract:
View Other Document:
For Remarketing Agreements Only:
Affiliate Involved:
Transaction Type: Project Name:
Type of IP Involved:
/iew Transaction Report:
requency of Payment:
Payment Royalty Due Date: Amount Due:
Additional Payment Terms:
TD Totals: 1999: 2000: 2001: 2002: 2003:

Fig. 32

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Unexecuted Agreements	ents		
Agreement Type	First Party	Second Party	
Tuesday, December 14, 1999	4, 1999		Page 1 of 1

Fig. 33

Award# D99-192 Type Disclosure Award	Legal Case # 99192 Key # 868
	Information
Title Mr. Name BellSouth Co. Suite Address	Phone No.: FAX No.s Still BellSouth employee? IP Coordinator ID#:
City State Zip Zip	Inventor's Department Head
Inventor's Supervisor	Grtg Name Name
Title Name Suite Address State Zip	Title Suite Address City. State Zip
Disclosure Award	Filing Award
Title: Sales Information Storage/Tracking/Notification	Title:
11/11/99 Disclosure Received by Legal	Date Application Filed
11/11/99 Disclosure Received by BIPMAN	Date BIPMAN Notified of Filing
11/16/99 Letter and Gift Sent to Inventor	Filing Award Request Sent to IPC
Gift Sent Wooden Pen	Filing Award Payment Conf. Rec'd
BSCC ESP No Coord. Name	Filing Award Recognized at Banquet
Assuance Award US Patent Number Title:	Title/ Public Name:
	Date Article Published
Date Patent Issued	Date BIPMAN Notified of Publication
Date BIPMAN Notified of Issuance	Rec'd Request for Release Form Publication Award Request Sent to IPC
Issuance Award Request Sent to IPC Issuance Award Payment Conf. Rec'd	l''
Iss. Award Recognized at Banquet	Publ. Award Recognized at Banquet
Inventor Achievement Award	General Award
Patent Nos.	Title:
Date Last Patent Issued	\$ Amount of General Award
Date BIPMAN Notified of Inv. Ach Awd	Date General Award Appl Rec'd
Inv. Ach. Award Request Sent to IPC	General Award Request Sent to IPC
Inv. Ach. Award Payment Conf. Rec'd	General Award Payment Conf. Rec'd
Inv. Ach. Award Recognized at Banquet	Gen. Award Recognized at Banquet
General Notes	

Microsoft Access	
File Edit View Insert Format Records Tools Window Help	
	····
☐ Company Addresses ☐☐※	
Company Name BellSouth Entertainment	
Formal Name BellSouth Entertainment, Inc.	
Street Address 1100 Abernathy Road	
City Atlanta	
State GA	
Zip Code 30328	
Record: 4 PX of 33	
Record: [MP] 4 PMP OI 33	
Awards Dat	
Company/Name Num	

Fig. 35

ESP COORDINATORS	
ESP COORDINATOR	JANE DOE
COMPANY	A-ALL
MARKET	ALL STATES
STATE/REGION	ALL STATES/REGS
PHONE	(404) 555-1212
FAX	(404) 555-1313
STREET ADDRESS 1	100 PEACHTREE STREET
STREET ADDRESS 2	SUITE 4005
CITY	ATLANTA
STATE	GA
ZIP	30309
MAIL CODE	MC01
RECORD 1	D D \

Fig. H

Microsoft Access	
File Edit View Insert Format Records Tools Window Help	
	_
☐ IP Coordinators ☐ ☐ ☐	ĸ
D IP ID# IP5	
Full Name	
Company Name BBS - BellSouth Business Systems, Inc. ▽	
Mailstop 7E01	
Street Address 1155 Peachtree Street, N.E.	
City Atlanta	
State GA Zip Code 30309	
Phone# [(404) 249-2738] FAX# [(404) 249-2866]	
Record: 데이 1 ▷ 메쪼 of 32	<u>li</u>
Awards Dat	
P Coordinator ID# Nun	n 📗 📗

Fig. 37

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	Innovati Pate	on Award Reques nt Filing Award	st
Date of Request	BellSo	outh File No.	Innovation Award No.
December 8, 1999		98059	A99-075
Date Application Filed:			
Title of Application:			
Please arrange payment of for the inventor listed belo	of a Specific Innovation A	ovation Award for I wards should be g	filing of a patent application prossed up for federal and
state taxes. Due to the si	anificance of this	s contribution to Be	ellSouth, the award should the inventor's peers and/or
higher management.	,,,a.c		
	Award Amount:		
	Approved By:	X IP Legal	
	,,	BellSouth IP	Management Corp.
Inventor Name		Inventor Sign	nature
Supervisor Name		Supervisor S	Signature
IP Coordinator Name		IP Coordinat	or Signature
Certification of payment a	•	•	
Ju 1155 Pos	lia Spires, Intelled achtree Streed, NI	tual Property Admin E - Suite 500 - Atlan	istrator ta GA 30309
() : 1: 1: 1 F F-2			

PRIVATE/PROPRIETARY/LOCK

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MEMORANDUM

To:

John E. Lewis

From:

Marcus Delgado

Date:

December 8, 1999

RE:

Notification of Patent Application Filing for

Title:

BellSouth No.:

Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filng date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

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US Patent No. <u>Date Issued</u> 5,963,864 10/5/99	Page 1 of 1
Patent Title Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	
Company Name BSCC - BellSouth Cellular Corp.	
9 Through 11/30/99 Inventor Name JoAnn Blount (retired)	14, 1999
Patents Granfed 9/1/99 Through 11/30/99 Award <u>Legal No. Inventor Name</u> A99-067 96013 JoAnn Blount (ret	Tuesday, December 14, 1999

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		Royalty Percentage					
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BAPCO (Advertising and		
Publishing		
BAT (Applied Technology)		
BCS (Communication Systems)		
BWD (Wireless Data)		
Agreement Type Lookup Values	Used in Contract Module	Ī
Administrative Services Agreement		
Master Licensing Agreement		
Sublicensing Agreement		
Services Agreement		
Sublease Agreement		
Consulting Agreements		
Recruiter Agreements		
Remarketing Agreements		
Freq. of Payments Lookup Values	Used in Contract Module	
One-time		
Development/Maintenance Savings		
One Time Up-Front License Fee		
One Time Up-Front License Fee w/Future Royaltes Due		
Monthly Report/Royalty Payment		
Quarterly Report/Royalty Payment		
Annual Report/Royalty Payment		

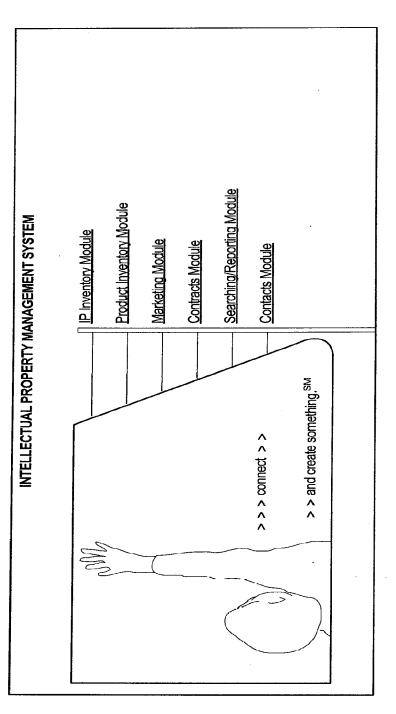
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i			Relates				
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		Contacts TABLE					
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		IP Group, Remarketing, Customer, Alliance, BellSouth					
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67/223 Comments Comments 醋 Renewal Date nventor Remove Trademarks Position Remove Patents Remove Contact Page Date Ssue Date <u>Reg.</u> # Patent # Pate Date Date App.# App.# Country Docketh Phone # Country Trade Secrets & Copyrights Docket # BellSouth Contacts Add Trademarks Mark Add Patents Trademarks Status List of IP Status <u>Patents</u> Name

Fig. 67

Trade Secrets & Copyrights	Copyrights			
Name	Description	BellSouth Sub-Entity	Business LP#	
Add TS on	Add TS or Copyright Rem	Remove TX or Copyright C	Create TS/Copyright	
Associated Files Attached	Attached			
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Submit	Cancel			

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	Contacts			Description	Data	
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 Issue Date
 Inventor
 Title
 Comments
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Fig. 19

80/223 酉 Remove Trade Secrets or Copyright Business Unit Comments BellSouth Sub-Entity Add Trade Secrets or Copyright Description Cancel File Name Trade Secrets & Copyrights Associated Files Attached Full Text File Search Search Name

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Product Inventory Marketing	eting Contracts/Agreements Searching/Reporting Contacts	δί
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Product Number 12323	Product Name Product	
BellSouth Sub-entity Entity	ity Entity BellSouth Business Unit Main Unit	
Product Description		4
Date Available for Sale 2/14/2000	sale 2/14/2000	
Technical Requirements	ients	4 F
BeilSouth Contacts	cts	
Name	Phone # Position	
Howard Johnson	1-800-555-1212 Director	
List of IP		

Fig. A.

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	nventor Title Comments		Renewal Comments		Business IP#		ents	
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Fig. B

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Itory Marketing Contracts/Agreements Searching/Reporting Contacts	Marketing	Please choose an option from the menu bar on the left.			
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Fig. A4

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INTE	巴	LECTUAL F	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	NT SYSTEM		
IP Inventory Product	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts	
Marketing Module	Create	Create New Project				
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	Descri	Description of Project]	
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	Follow	Follow-up Date	Follow-	Follow-up Actions		
	Respons	Responsible Party				A
	Products	cts				

Fig. #5

86/223

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				Party to Final Contract				Party to Final Contract		
				Phone				<u>Phone</u>		
	(D)	Remove Product		Contact		Remove Customers		Contact	Remove Partner	
Products	Product Name	Add Product	Customer	Company Name		Add Customers Remov	Remarketing Partners	Company Name	Add Partner Remo	IP Group Personnel

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				1223		
IP Group Personnel	Role	Add IP Personnel Remove IP Personnel	Associated Files Attached File to Attach	File Name Comments	Contract Records Contract Name Agreement Type	Create Contract Record Add Associated Contract Record Remove Associated Contract Record Submit Cancel
IP Group	Name	Add	Associate File to At		Contract	Subr
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Fig. Hi

88/223

					00122				 	
	Contacts									
VT SYSTEM	Searching/Reporting Contacts									
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements				Þ	•	Þ			
INTELLECTUAL P	nventory Marketing	View Products	Default Search	Custom Sort	1.) Sort By: N/A	2.) Sort By: N/A	3.) Sort By: N/A	Submit Cancel		
	IP Inventory Product Inventory	Marketing Module	Create New Product	View/Edit Products	Search/Report Projects	View/Edit Contacts				·

Fig. HB

			89/223	
	Contacts		<u>Deal Value</u>	
EM	Searching/Reporting Contacts		Deal Priority Data5	
EMENT SYST			Status Data4	
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		Product Data3	
ELLECTUAL PR	Marketing	View Project-Results	Qustomer Data2	
INI	Product Inventory	View Proj	Project Name Data1	
	IP Inventory Produc	Marketing Module	Create New Product View/Edit Products Search/Report Projects View/Edit Contacts	

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Narketing Contracts/Agreements Searching/Reporting Contacts	iew Project	Project Name Project # 121232		Include in Top Deals Report	escription of Project		Follow-up Date 2/2/2000 Follow-up Actions Action Responsible Party Mike Stevens	oducts	Product Name	Product	
INTELLECTUAL PRO	Marketing	View Project	Project Name Name Status Conduct Initial races	Deal Value \$1.2 Billion	Include in Top Deals Repor	Description of Project		Follow-up Date 2/2/2000 Responsible Party Mike Ste	<u>Products</u>	Product Nam	Product	
-	IP Inventory Product Inventory	Marketing Module	Create New Product	View Products	Search For Product	View/Edit	Contacts					

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	Party to Final Contract			Party to					Comments		Agreement Type	
	ad Phone	Jim 212-555-1212		ot Phone	mith 212-555-1212		Role		ə			
Customer	Customer Name Contact	IBM John Jim	Remarketing Partners	Company Name Contact	IBM Bob Smith	IP Group Personnel	Name	Associated Files Attached	File Name	Contract Records	Contract Name	Edit

	,			 	92/2		
	1 Contacts						
NT SYSTEM	Searching/Reporting Contacts						Р
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements				Zompany Name ▼	me	Customer Company Name N/A Customer Company Name Product Name Remarking Partner Company Name Status Deal Priority Deal Value Deal Size IP Group Personnel
NTELLECTUAL	Marketing	View Projects	Default Search	Custom Sort	1.) Sort By: Customer Company Name	2.) Sort By: Product Name	
	Inventory	View	Defau	Custo	(-) S	2.) Sol	3.) Sort By:
	IP Inventory Product Inventory			ducts	띡		
	IP Inventory	Marketing Module	Create New Product	View/Edit Products	Search/Report Projects	View/Edit Contacts	

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	Contacts		Product	<u>Data6</u>
ä	Searching/Reporting Contacts		Customer	<u>Data5</u>
MENT SYSTI	1		Project #	Data4
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		<u>Criteria 3</u>	Data3
LLECTUAL PR	Marketing	View Projects-Results	Criteria 3	Data2
INTE	Product inventory	View Proje	Oriteria 1	Data 1
	IP Inventory Product	Marketing Module	Create New Product	View/Edit Products Search/Report Projects View/Edit Contacts

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Edit Project	Project Name
INI	duct Inventory	Edit Proje	Project Nar Status Deal Value Include in T Follow-up E Responsibl Products
	IP Inventory Pro	Marketing Module	Create New Product View/Edit Products Projects View/Edit Contacts

95/223 Party to Final Contract Party to Final Contract Phone | **Phone** Contact Contact Remove Customers Remove Partner Remove Product Product Name Company Name Company Name Remarketing Partners IP Group Personnel Add Customers Add Partner Add Product Customer **Products**

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		[Je]	se] Remove File	Comments		Agreement Type	utact (
IP Group Personnel	<u>Name</u> Role	Add IP Personnel Remove IP Personnel	Associated Files Attached File to Attach	File Name	Contract Records	Contract Name	Create Contract Add Associated Contract Submit Cancel

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Project Search/Reports	Status [N/A	ort Product Name
	P Inventory Product In	Marketing Module	View/Edit Product Search/Report Projects Standard Project Reports • Top Deals • Customer Report Report Report • Remarketing Report Report • Report • Report • Report • Status Level Report • Entity	Report View/Edit Contacts

98/223 Party to Final Contract Party to Contract Remove Remarking Partner Phone Phone Remove Customers Contact Contact Remove Product Product Name Add Remarking Partner Customer Name Add Customers Remarketing Partners Company Name IP Group Personnel Add Product Customer View/Edit Contacts Report

				 			 	
	Role	Remove IP Personnel	Comments			Agreement Type	Remove Contract Record	
IP Group Personnel	Name	Add IP Personnel Associated Files Attached	File Name	Full Text File Search	Contract Records	Contract Name	Add Confract Record Rer	Submit Cancel
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ANAGEMENT SYSTEM	greements Searching/Reporting Contacts		Project # Status Date Deal Size Medium • Deal Size Medium • Treport
AAGEMENT SYSTEM			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements	Project Search/Reports	Status N/A Status N/A Deal Va Conduct Initial Research Include Complete and approve PTR Descrip Develop marketing plan & package of Proje Sell product Negotiate contract Complete & approve transaction report Follow-Execute contract Complete & approve transaction report Set up maintenance plan Close out Project Responsible Party N/A Product Name
	Product	Marketing Module	Create New Product Search/Report Projects Standard Project Reports Top Deals Ustomer Report Report Report Status Level Report BellSouth Entity Report

Fig. IIII

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				101	1/223		
	Contacts		Other Search Criteria	Data4		• •	
NT SYSTEM	Searching/Reporting		Product	<u>Data3</u>			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements	ults	Customer	<u>Data2</u>			
INTELLECTUAL	nventory Marketing	View Project Search Results	Project Name	<u>Data1</u>			
	IP Inventory Product Inventory	Marketing Module	Create New Product View/Edit Product	Search/Report Projects	Standard Project Reports	Iop Deals Customer Report Report Status Level Report Report	View/Edit Contacts

Fig. Ill.

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	Contacts		Deal Size Priority	Data10 Data11			
	1		Value Value	<u>Data9</u>			
×	Searching/Reporting		Support	Data8			
SYSTE	earchin		Lead	Data7			
SEMENT			Company Name	<u>Data6</u>		·	
MANA	Agreen		Patent Status	<u>Data5</u>			
OPERTY	Contracts/Agreements		BellSouth BU	Data4			
JAL PF	ם		#dago	Data3			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Marketing	Top Deals Report	Status Product/Project Opp#	<u>Data2</u>			
	Product Inventory	Top De	Status Pr	<u>Data 1</u>	***************************************		
	Product		oduct		ect	rals ner keting Level tacts	
	IP Inventory	Marketing Module	Create New Product	Search/Report Projects	Standard Project Reports	Customer Customer Report Report Report Status Leve Report Report	
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	Contacts					
NT SYSTEM	Searching/Reporting Contacts					
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		omer Name 🔻			
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	IP Inventory Product Inventory	Marketing Cus	Create New Product View/Edit Product	Search/Report Projects Standard Project Reports	Top Deals Customer Report Status Level Report BellSouth Entity Report Report Report Report Report Report Report Report Report Report	View/Edit Contacts

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	\$		#ddO	Data6		
5	Searching/Reporting Contacts		BellSouth Business Unit	Data5		
NT SYSTE	Searching		Value	Data4		·
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		Status	Data3		
LECTUAL PR	Marketing	<u>eport</u>	Product Name	Data2		
INTEL	Product Inventory	Customer Report	<u>Customer</u> <u>Name</u>	Data1		
	IP Inventory Product I	Marketing Module	Create New Product View/Edit Product	Search/Report Projects	Standard Project Reports	Top Deals Customer Report Remarketing Report Status Level Report BellSouth Entity Report Report View/Edit Contacts

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Marketing Remarketing Partner Report	Create New Product Remarking Company Name Company Name Company Name View/Edit Product	Search/Report Projects Standard Project Reports	Top Deals Customer Report Remarketing Report Status Level Report BellSouth Entity Report View/Edit Contacts

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	(0)		#ddO	Data6		
	Reporting Contacts		BellSouth Business Unit	Data5		
NT SYSTEM	Searching/Reporting		Value	Data4		
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements	t	Status	Data3		
CTUAL PRO	Marketing	artner Repo	Product Name	Data2	-	
NTELLE	Product Inventory Ma	Remarketing Partner Report	Remarketing Partner	Data1		
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	Contacts				·	
T SYSTEM	Searching/Reporting Contacts		Þ			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements			Joe Joe		
LLECTUAL PF	Marketing	Status Level Report	Status Level N/A	mit Cance		
N.	Product inventory	Status	Status	Submit		
			Product 2duct	oject	Top Deals Customer Report Report Status Level Report Report Report Report Report Report Report Report	<u>ontacts</u>
	IP Inventory	Marketing Module	Create New Product View/Edit Product	Search/Report Projects Standard Project Reports	Top Deals Customer Report Report Status Lev Report Report	View/Edit Contacts

Fig. Ill

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			108/223
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Marketing Contracts/Agreements Searching/Reporting Contacts	Status Level Report	Status Level N/A N/A Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project
	Product Inventory	Status	Statu
	IP Inventory Produ	Marketing Module	Create New Product View/Edit Product Search/Report Projects Standard Project Reports

Fig. III

	·			109	/223	
			Deal	Data 10		
	Contacts		Deal Size	Data9		
			IP Group Personnel	Data8		
SYSTEM	Searching/Reporting		BellSouth Business Unit	Data7		
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	reements		Product Remarketing Name Name	Data6		
ERTY MAN	Contracts/Agreements		Product Name	Data5		
PROP			Opp# Company	Data4		
CTUAL	Marketing	Status Level Report		Data3		
TELLE		s Level	Level	Data2		
	Inventon	Statu	<u>Level</u>	Data1		
	Product Inventory		roduct		ect	als ner keting Level Lacts
	IP Inventory	Marketing Module	Create New Product View/Edit Product	Search/Report Projects	Standard Project Reports	Iop Deals Customer Report Report Report Status Level Report Report BellSouth Entity Report Report

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	Contacts					
SYSTEM	Searching/Reporting		•			
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INTELLECTUAL PR	ventory Marketing	BellSouth Business Unit Report	BellSouth Business Unit	Submit Cancel		
	Product Inventory Product Inventory	Marketing Module	Create New Product View/Edit Product	Search/Report Projects	Standard Project Reports	Top Deals Customer Report Report Report Status Level Report BellSouth Entity Report

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	क्ष		BIPMARK	Data8			
	Contacts		Bell South Contacts	Data7			
EM	Searching/Reporting		Remarketing Deal Value	Data6			
AENT SYST			Remarketing Partner	Data5			
/ MANAGEN	Contracts/Agreements		Customer Name	Data4			
PROPERT	Contra	Init Report	Product Name	Data3			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Marketing	BellSouth Business Unit Report	Status	Data2			
N.	Product Inventory	BellSout	Entity	Data 1			
			Product duct	닐	oject	eals mer t trketing t t t t t t t t t t t t	
	IP Inventory	Marketing Module	Create New Product View/Edit Product	Search/Report Projects	Standard Proje Reports	Top Deals Customer Report Report Report Status Leve Report Report	

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			112/223
	Contacts		
T SYSTEM	Searching/Reporting		
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		Please choose an option from the menu bar on the left.
ELLECTUAL PR	Marketing	Contracts/Agreements	choose an optio
LNI	Inventory	Contrac	Please on the l
	IP Inventory Product Inventory		Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts

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Termination or Renewal Terms Confidentiality Period	Effective Date Termination/Renewal Date Reason for Termination Reason th Rusiness I hit	BellSouth Business Unit Royalty Percentage	Add BellSouth BU Remove BellSouth BU Parties to the Contract	Company Name Type Contact	Add Party Remove Party
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Fig. II.

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Add Party Remove Party	IP Covered by License	IP Type Name Ref#	Add Associated IP Remove Associated IP	Action/Payments Due	Expected Date Date Actual Date Expected Actual Amount Expected Actual Amount Expected Actual Amount Expected Actual Amount Internal Actual Amount External Contact Contact Contact Comments	Add Action Item Remove Action Item Add Internal Party Add External Party	Comments	
					·		·	

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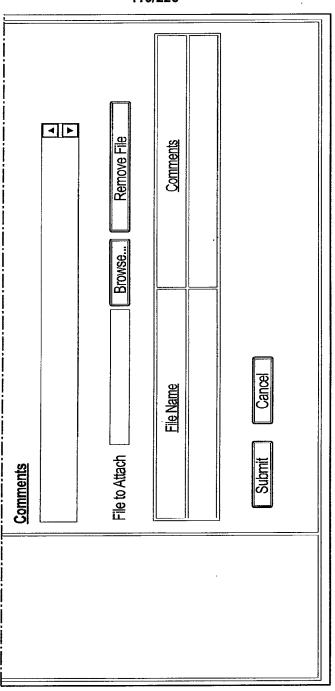


Fig. 115

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	entory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	cts/Agreements Add Contract/Agreement	Agreement Name Agreement Number 12323 Agreement Type Administrative Services Agreement CA Report Sublease Agreement Sublease Agreement Consulting Agreement Consulting Agreement Remarketing Agreement Consulting Agreement Frequency of Payments Frequency of Payments Frequency of Payments Description Description
	IP Inventory	Contracts/Agreements Module	Add Contract/Agreement Contract/Agreement View/Edit Contacts

Fig. III

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Add Contract/Agreement	Agreement Name Agreement Number 12323 Agreement Type Contract Summary Exclusivity Unique T&C Frequency of Payments Frequency of Payments Contract Summary Exclusivity Unique T&C Frequency of Payments Strategic Agreement Description Description Agreement Number 12323 Project Number 12323
	IP Inventory Produc	Contracts/Agreements Module	Add Contract/Agreement Contract/Agreement Contract/Agreement View/Edit Contacts

Fig. III

119/223

	Contacts		333
T SYSTEM	Searching/Reporting Contacts		Agreement Number 12323 Project Number Agreement Unique T&C T
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements	ment	Agreement Name Agreement Type Contract Summary Exclusivity Type of Revenue Frequency of Pay Cash Savings Cash & Savings Description Description
LLECTUAL PI	Marketing	Add Contract/Agreement	Agreement Name Agreement Type Contract Summary Exclusivity Type of Revenue Frequency of Pay Ca Ca Ca Ca Ca Ca Ca Ca
INTE	Product Inventory	Add C	Agreement Agreement Contract St Exclusivity Type of Rev Frequency of Rev
	IP Inventory Product	Contracts/Agreements Module	Add Contract/Agreement Contract/Agreement Contract Report View/Edit Contacts

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	ments Add Contract/Agreement	Agreement Name Agreement Number 12323 Agreement Type Product Agreement Type Exclusivity Agreement Agreement Agreement Agreement Type of Revenue Agreement
	IP Inventory Product Inve	Contracts/Agreements Module	Add Contract/Agreement Contract/Agreement Contract Report View/Edit Contacts

121/223 46 Contacts Searching/Reporting Expected Due Date INTELLECTUAL PROPERTY MANAGEMENT SYSTEM External Contact End of Period Start of Period Repeat Contracts/Agreements Action Type Termination Notice 🔻 Cancel Marketing **Expected Amount** Expected Action Internal Contact Recurring Actions Comments Submit Add Action Product Inventory Date Contracts/Agreements Module IP Inventory

P Inventory Produ Contracts/Agreements Module	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

Fig. LZUH

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	ents Search Contract/Agreements	Agreement Name Agreement Number 12323 Agreement Type Product Aumary Exclusivity Agreement Number Whique T&C Product Agreement Number Product Agreement Number Product Agreement Agreement Agreement Description Description
	IP Inventory Pr	Contracts/Agreements Module	Add Contract/Agreement Contract/Agreement Contract Report View/Edit Contacts

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		4			u		Royalty Percentage			Contact	
			Notice Date		Reason for Termination			Remove BellSouth BU		Type	e Party
Description	Termination or Renewal Terms		Confidentiality Period	Effective Date	Termination/Renewal Date	BellSouth Business Unit	BellSouth Business Unit	Add BellSouth BU Remov	Parties to the Contract	Company Name	Add Party Remove Party

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	125/223	
P Covered by License IP Covered by License IP Type Name Ref# Add IP Remove IP	Action/Payments Due Expected Date Actual Date Expected Actual Date Actual Amount Action Action Date Action Date <t< td=""><td>Add Item Comments Full Text File Search Submit Cancel</td></t<>	Add Item Comments Full Text File Search Submit Cancel

			126/223
	Contacts		Project#
TSYSTEM	Searching/Reporting Contacts		Agreement Type Data3
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		Agreement Number Data2
INTELLECTUAL PR	wentory Marketing	Search Results	Agreement Name Data1
	IP Inventory Product Inventory		Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts

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AGEMENT SYSTEM	ements Searching/Reporting Contacts		Agreement Number 12323	Project Number 1234		Form of Agreement Straight Use License	Unique T&C Text	yalty Payment			▼ ▶	Notice Date 2/14/2000
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Y Marketing Contracts/Agreements	Contract/Agreement	Agreement Name Name	Agreement Type Contract Product Product	Contract Summary	Exclusivity Exclusive	Type of Revenue Cash	Frequency of Payments Annual Report/Royalty Payment	Description A nice piece of IP	Termination or Renewal Terms		Confidentiality Period 2/14/2000
	Product Inventory				Contr	Exclus	Type (Fredu	Descu	Termin		
	IP Inventory Pro	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreement Contract Report	View/Edit Contacts							

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00		ion None		Royalty Percentage				Contact	Carter Pate		Ref#	1234	
Notice Date 2/14/2000		00 Reason for Termination None			100	, , , , , , , , , , , , , , , , , , ,	•	Type	Remarking		Name	Cell Phone	
Confidentiality Period 2/14/2000	Effective Date 2/14/2000	Termination/Renewal Date 2/14/2000	BellSouth Business Unit	BellSouth Business Unit	Cellular		Parties to the Contract	Company Name	Party	P Covered by License	РТуре	Patent	Action/Payments Due
						-							

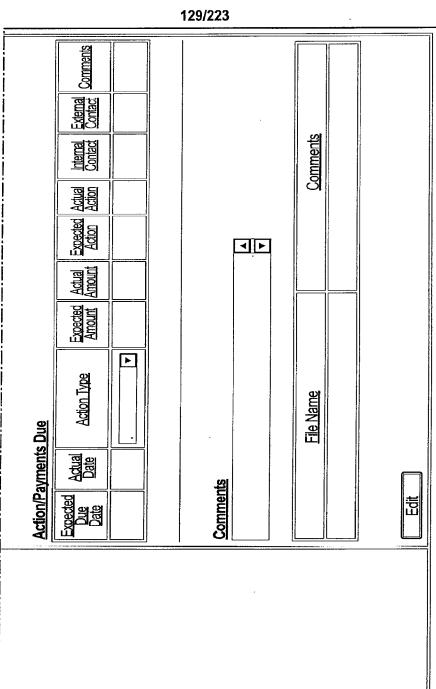


Fig.127

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Unventory Marketing Contracts/Agreements Searching/Reporting Contacts	Edit Contract/Agreements	Agreement Name Agreement Type Froduct Contract Summary Exclusivity Type of Revenue Type of Revenue Type of Revenue Type of Payments Description	Termination or Renewal Terms
	IP Inventory Product Inventory	Contracts/Agreements Module	Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts	

131/223 Contact Royalty Percentage 4 > Reason for Termination Notice Date Type Add BellSouth BU Remove BellSouth BU Remove Party BellSouth Business Unit Termination or Renewal Terms Termination/Renewal Date **BellSouth Business Unit** Company Name IP Covered by License Parties to the Contract Confidentiality Period Add Party Effective Date

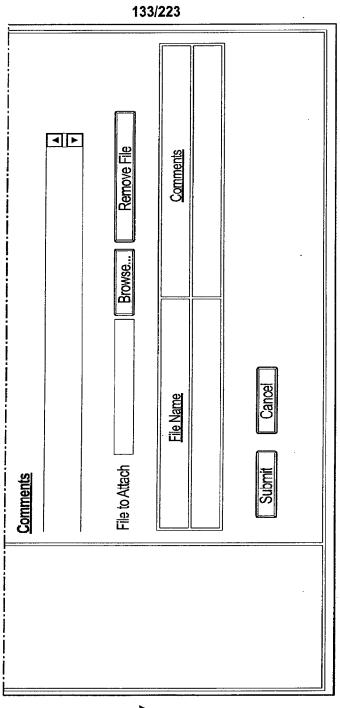


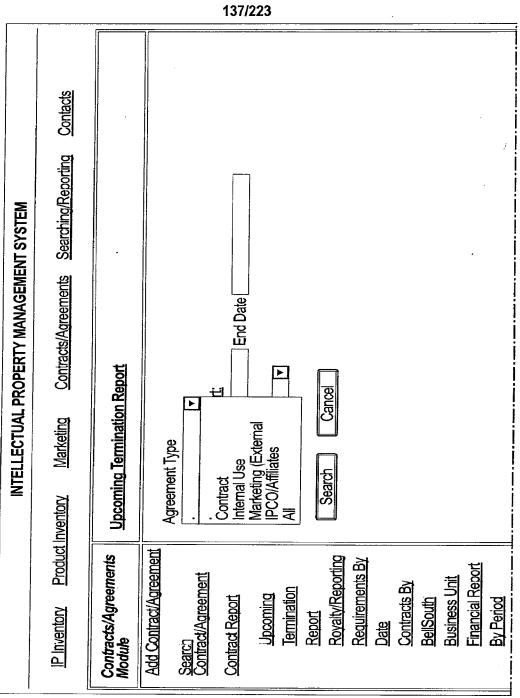
Fig. 131

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	Contacts					
NT SYSTEM	Searching/Reporting					
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		# # P C C C # M C C C C C C C C C C C C C C C			
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	IP Inventory	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreement	Contract Report	Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period
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Search Contract/Agreement	Please select a report from the left menu bar.
Contract Report	
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Date	
Contracts By	
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	Contacts										
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2	Product Inventory	Upcomi	Agreem	Start Date	OR Time Period	Search					
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	IP Inventory	Contracts/Agreements Module	Add Contract/Agreemen Search Contract/Agreement	Contract Report	Upcoming Termination	Report Royalty/F	Requiren Date	Contracts By	BellSouth Business I hit	Financial Report	By Period



138/223 Contacts Searching/Reporting INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Contracts/Agreements End Date Upcoming Termination Report Next 30 Days Next 60 Days Next Year Period Covered By Report: Marketing Agreement Type OR Time Period Search Start Date Product Inventory Add Contract/Agreement Contracts/Agreements Module Royalty/Reporting Requirements By Financial Report Search Contract/Agreement Business Unit Contracts By By Period Termination Upcoming BellSouth Contract Report IP Inventory Report

Fig. 136

		••••	139/2	223								
Contacts		Customer	Data6									
ing/Reporting		Contract #	Data5									
ľ		Contract	Data4									
Contracts/Agreements	Report	Termination Date	Data3									
Marketing	Termination	Notice Date	Data2									į
Inventory	Upcoming	Effective Date	Data1									
Product	ements	Agreement	ement rt	p) .9		Reporting nents By		s By	۔۔	ini jer	Report	וסד
IP Inventory	Contracts/Agr Module	Add Contract//	Contract/Agree	<u>Upcomin</u> Terminafi	Report	Royalty/F Requiren	<u>Date</u>	Contract	BellSout	Business	Financial	By Period
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	ventor	Royal	Agre Peric	R I	03		
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Fig. 13#

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	ফা			Actual Action	Data						•					•	
		Contacts		Expected Action	Data												
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MENT SYS		121		Expected Amount	Data												
LY MANAGE	Contracts/Agreements	/ Date Repo		Action Type	Data												
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	Product Inventory		greement		mination			ort By	ort By siness		
	IP Inventory	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreement	Contract Report Upcoming Termination Report	Royalty/Reporting Requirements By Date Contracts By RellSouth	Business Unit	Financial Report By Period	Financial Report By BellSouth Business	<u>Unit</u> Action Report	

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements	Royalty/Report Requirements By Date	Period Covered By Report: Date Report Run:	Product	Data											
LLECTUAL P	Marketing	port Requirer	red By Report:	Agreement Name	Data											
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	IP Inventory	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreement	Contract Report Uncoming Termination	Report	Royalty/Reporting	Requirements By Date	Contracts By BeilSouth	Business Unit	Financial Report By	Period	Financial Report By	BellSouth Business	Unit	Action Report

			144/223
	Contacts		
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements Searching/Reporting Contacts	, Po	End Date
TELLECTUAL PI	Marketing	Financial Report By Period	Agreement Type Period Covered By Report: Start Date OR Time Period Search Cancel
2	nventory	Financia	Agreement Ty Period Covere Start Date OR Time Period Search
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	. <u>\$</u>]			External Contact	ga	g g										
	Contacts			Date Due	eteC	מפ										
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	ventory	Financial Report By Period	Period Co	Contract Name	O cic	9										!
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146/223 Contacts Searching/Reporting INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Contracts/Agreements BellSouth BU Financial Report By Bellsouth Business Unit End Date Cancel Period Covered By Report: Marketing Agreement Type Time Period Search Start Date OR Product Inventory Contract Report
Upcoming Termination Requirements By Date Contracts By BellSouth Add Contract/Agreement Contracts/Agreements Module Search Contract/Agreement Financial Report By Financial Report By BellSouth Business Royalty/Reporting **Business Unit** Action Report Party Report IP Inventory Report Perico

Fig. 144

				147/223											
<u>ntacts</u>			External	Data											
			Date Due	Data											
Searching/Repo			Actual	Data											
<u>reements</u>	ss Unit	nt Run:	Expected	Data											
Contracts/Ac	Isouth Busine	ort: Date Repo	Agreement Name	Data							ē				
<u>Marketing</u> Contract	Report By Be	overed By Rep	Business Unit	Data											
nventory	Financial Report By	Period C	<u>Parties</u>	Data											
	eements	Agreement	<u>ment</u>	rt ermination		orting	ts By Date	/ BellSouth	. <u></u>	port By		port By	siness		=
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INTELLECTUAL PR	ventory Marketing	Action Report	Agreement Type [.	Action Type	Start Date	9. I	Time Period .	Sort By:	Sort 1:	Sort 2: [Sort 3:	Search Cancel
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149/223 Contacts Searching/Reporting INTELLECTUAL PROPERTY MANAGEMENT SYSTEM End Date Contracts/Agreements Sort 2: External Responsible Party See External Responsible Party
Due Date
Contract Name Sort 1: Internal Responsible Party Period Covered By Report: Marketing Agreement Type [Action Report Action Type 📋 Time Period Start Date Sort By: Product Inventory Sort 3: 옸 Requirements By Date Contracts By BellSouth Add Contract/Agreement Upcoming Termination Contracts/Agreements Financial Report By BellSouth Business -inancial Report By Search Confract/Agreement Rovalty/Reporting Contract Reports **Business Unit** Party Report Action Report IP Inventory Report Period Module

Fig. 147

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	i .				<u>Contact</u> Data									
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	IP Inventory Product Inventory	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreement	Contract Reports Upcoming Termination Report	Royalty/Reporting Requirements By Date	Contracts By BellSouth Business Unit	Financial Report By	Period	Financial Report By	BellSouth Business	Ē	Action Report	Party Report

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	INTELLECTUAL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	NT SYSTEM	
IP Inventory Product Inventory	ventory Marketing	Contracts/Agreements	Searching/Reporting Contacts	(6)
Contracts/Agreements Module	Party Report			
Add Contract/Agreement				
Search Contract/Agreements	Agreement Type [.	▼ Parties	Add Party	
Contract Reports	Period Covered By Report:	<u>port:</u>		
Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By	Start Date OR Time Period Search Cancel	End Date		

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	Contacts				External	Data	÷	•					
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ENT SYSTEN		•			Amount Due	Data					•		
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E	Product Inventory	Party Report	Period Co		Parties	Data							
		reements	greement	ments	र ी	Jpcoming Termination Report	Reporting		3By	Bel South Business		Financial Report By	
	IP Inventory	Contracts/Agreements Module	Add Contract/Agreement	Search Contract/Agreements	Contract Reports	Upcoming Termination	Rcyalty/Reporting Requirements Bv	Date	Contracts By	Bel South	틹	Financial	Period

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	Contacts																	
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	Product Inventory	orting Module	83	Upcoming Termination Report	Requirements By Date	Contracts By BellSouth Business Entity		Financial Report By Period	Financial Report By BellSouth		<u>ort</u>	빔	t Reports		Report	g Report	Report	ntity Report
	IP Inventory	Searching/Reporting Module	Contract Reports	Upoming Termina Royalty/Reporting	Requireme	Contracts E	Report	Financial R	Financial R	Entity	Action Report	Party Report	Stardard Project Reports	Top Deals	Customer Report	Remarketing Report	Status Level Report	BellSouth Entity Report

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Contacts			
Searching/Reporting		Photos Company	
Contracts/Agreements	<u>ju</u>		a 1
ntory Marketing	Cross Module Searchi	Jutput Display:	Item2 Item3 Item4 Item5 Where: Operator and
IP Inventory Product Inver	Reporting Module	Contract Reports C	Upcoming Termination Report Reyalty/Reporting Requirements By Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity
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	Contacts			
NT SYSTEM	Searching/Reporting Contacts			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements	합		portunities Table 100 Tabl
INTELLECTUAL F	itory Marketing	Cross Module Searching	Output Display:	Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Item5 Frademarks Trademarks Trademar
	IP Inventory Product Inventory	Reporting Module C	Contract Reports O	Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity
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	rting Contacts			
INT SYSTEM	Searching/Reporting			# # #
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements		The state of the s	Patent App# Patent Docket # Trademark Name Trademark Application # Trademark Application # Trademark Application # Trademark Docket # Trademark Docket # Product Name BellSouth Entity Product Name BellSouth Business Unit
INTELLECTUAL PR	Marketing	Cross Module Searching	Output Display:	Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Products Where: Criteria 1 Departor and Criteria 2
	ventory	Cros	Office	Item1 Item2 Item3 Item4 Item5 Operato
	Product Inventory	Nodule	ports	Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity Entity
	IP Inventory	Reporting Module	Contract Reports	Upcoming Termination Report Royalty/Re Contracts BelSouth By Period Financial R Entity

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	Contacts			
NT SYSTEM	Searching/Reporting			
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements			Trademark Application # Trademark Docket # Trade Secret Name Copyright Name BellSouth Entity Product Name BellSouth Business Unit Contacts Opportunity Name Agreement Type BellSouth Business Unit
INTELLECTUAL PRO	Marketing	Cross Module Searching	Output Display:	Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Products Where. Operator and C Criteria 1 Cancel
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	IP Invertory Proc	Reporting Module	Contract Reports	Upcorning Termination Report Royalty/Reporting Requirements By Oate Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity

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YSTEM	Contracts/Agreements Searching/Reporting Contacts														
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Contracts/Agreements Sea			Customer	Data			<u>Parties</u>	Data						
INTELLECTUAL PR	wentory Marketing	Cross Module Searching	Marketing	Name	Data		Contracts	<u>Name</u>	Data						
	Product Inventory Product Inventory	Reporting Module	Contract Reports	UpcomingTermination	Report	Royalty/Reporting	Requirements By Date Contracts By BellSouth	Entity Report	Financial Report By Period	Financial Report By	BellSouth Entity	Action Report	Party Report	Stardard Project Reports	Top Deals

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	Contacts			1 11 10 10	
NT SYSTEM	Searching/Reporting				
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INTELLECTUAL PI	Marketing	View/Edit Contact	Search for Contact Add Contact		·
	Product inventor				
	IP Inventory		View/Edit Contacts		

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	Z	TELLECTUAL P	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	NT SYSTEM	
IP Inventory Product Inventory Marketing	Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts	Searching/Reporting	Contacts
	Search	Search for Contacts			
Creare Contacts	Compar	Company Name			
View'Edit	BellSout	BellSouth Sub-entity			
COLLEGE	Type N/A	IA	Þ		
	Events				
		Date	Comments		Attached Files
	Add Event Contacts		Remove Event		

Fig. 158

	Country City		Attached Files		
Contacts	Name Title Address1 Address 2 State Zip	Individual Contact Events	<u>Date</u> <u>Comments</u>	Add Event Remove Event	Search Cancel

_			
	Contacts		<u>Phone</u> Data
T SYSTEM	Searching/Reporting		Type Data Data
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Marketing Contracts/Agreements Searching/Reporting Contacts		BellSouth Sub-entity Data Name Data
INTELLECTUAL PR	ventory Marketing	Search for Contacts	Company Name Data
	IP Inventory Product Inventory		Create Contacts View/Edit Contacts

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	View/Edit Individual Contact	Name Carter Pate Address 1 123 Smith Address 2 State NJ Title Associate Address 2 City New York State NJ City New York Ave. State NJ Zip 07000 Phone 201-596-8000 Individual Contact Events Comments Attached Files 2/20/2000 Meeting with Tom presentation.doc
INTELLEC		View/Edit Indiv	Name Carter P Address 1 123 Ave. State NJ Individual Conta 2/20/20
	Product		Create Contacts View/Edit Contacts

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Pinyentory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Add/Edit Individual Contact	<u>ess 2</u>	,	Date Comments Attached Files	Add Event Remove Event	Search Cancel
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New/Edit Contacts Type IP Group Events Contacts Contacts Contacts Contacts Late Address1 Address2 City State Country Zip Phone Comments Foit

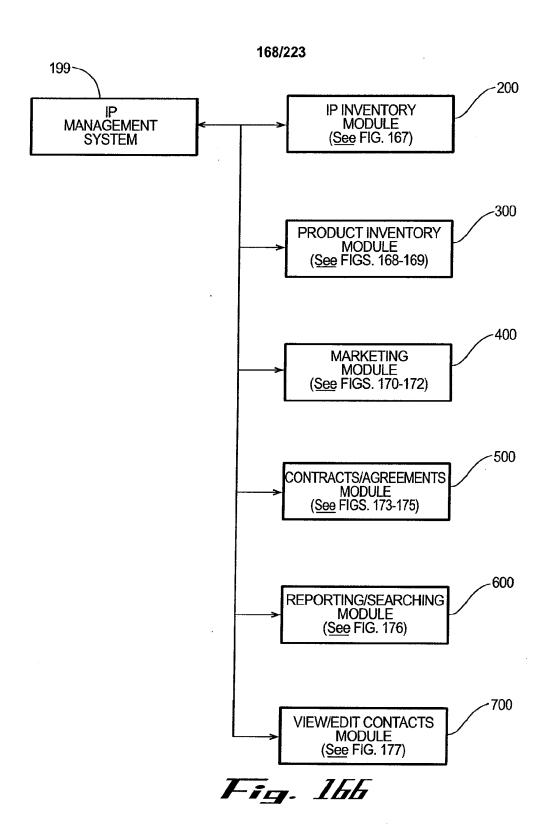
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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	Product Inventory	Add/Edit Contact	Company Name Company Name BellSouth Sub-entity Entity Type [IP Group] Events Add Event Remove Event Contacts
	Pinventory Product		Contacts View/Edit Contacts

Fig. 164

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Contacts Name Ittle Address1 Address2 City State Country Zip Phone Comments Add Contact Remove Contact	Submit Cancel
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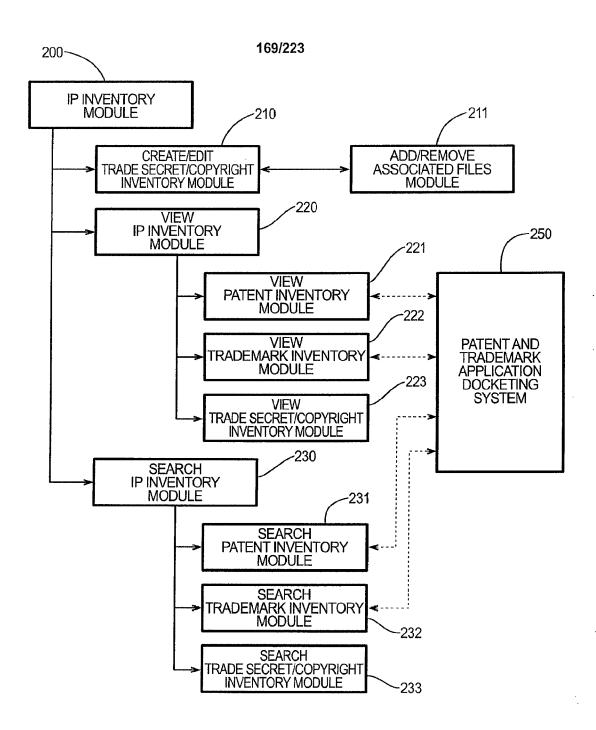
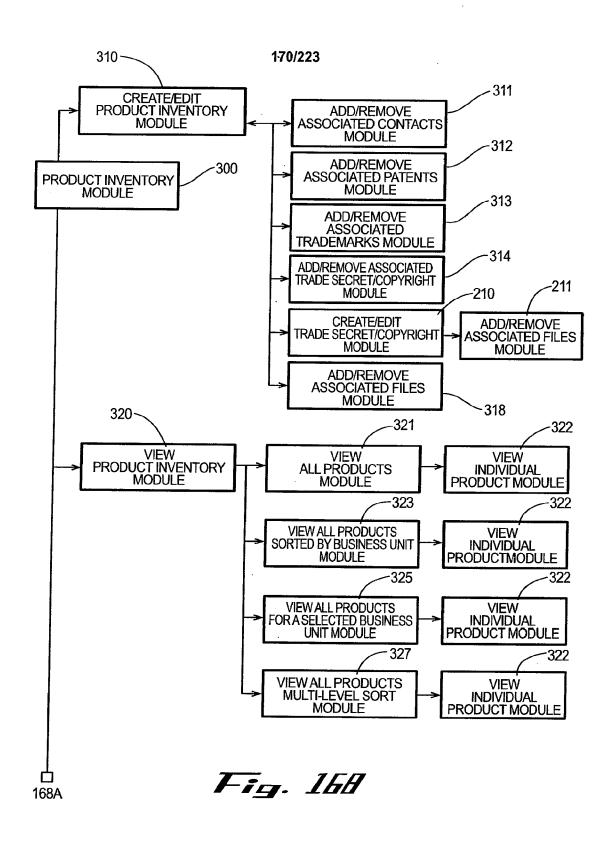


Fig. 167



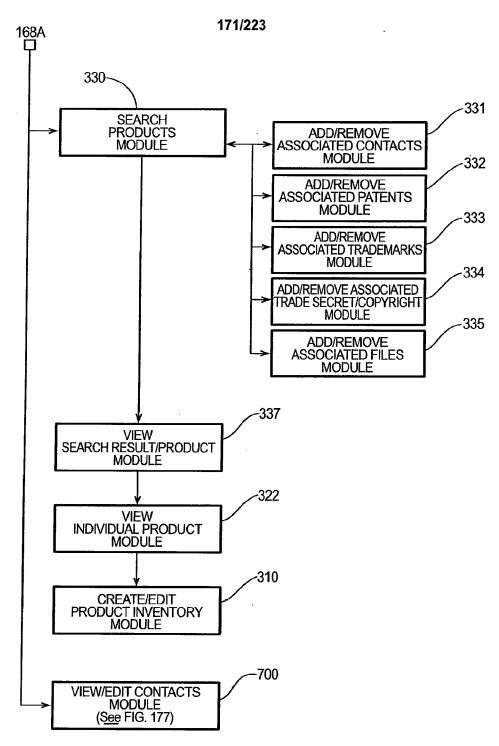
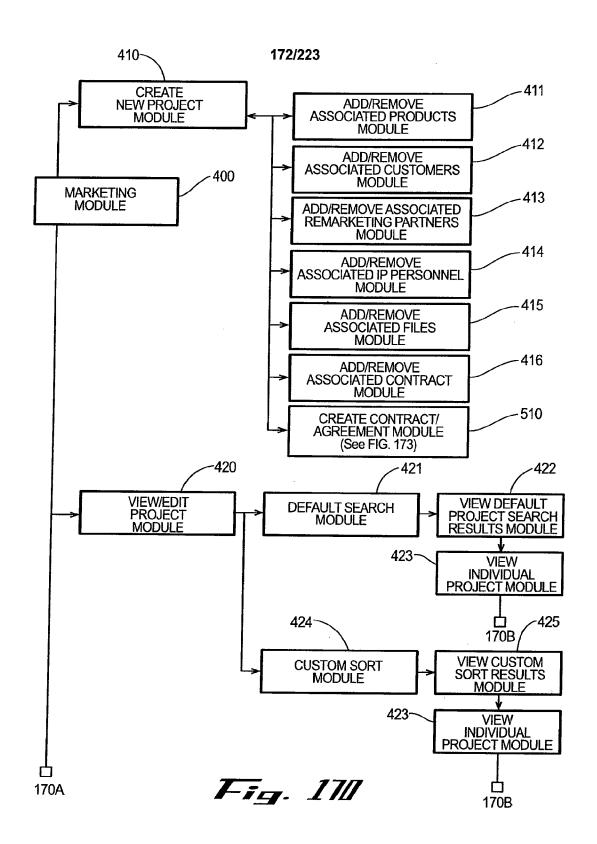
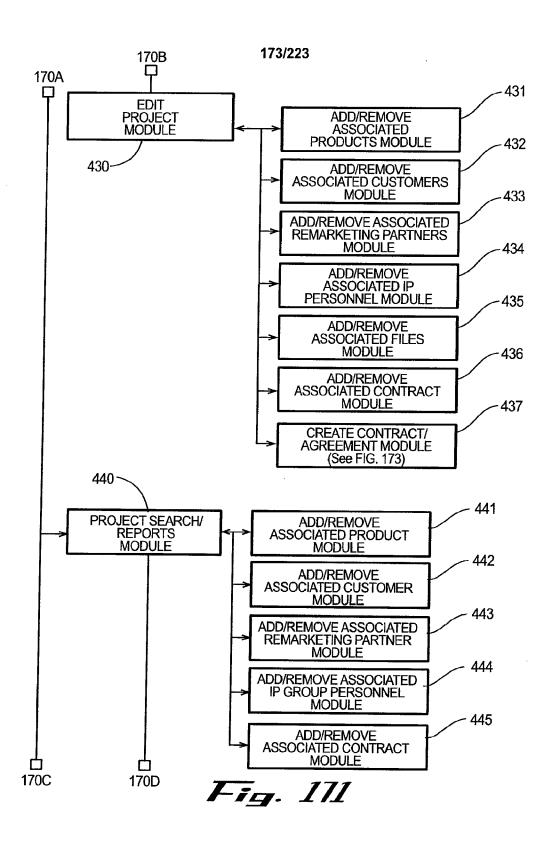
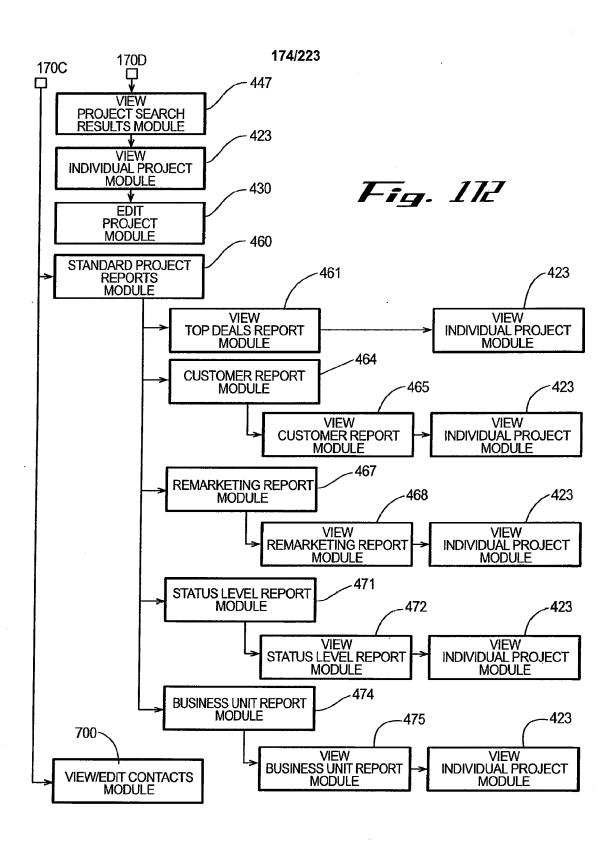
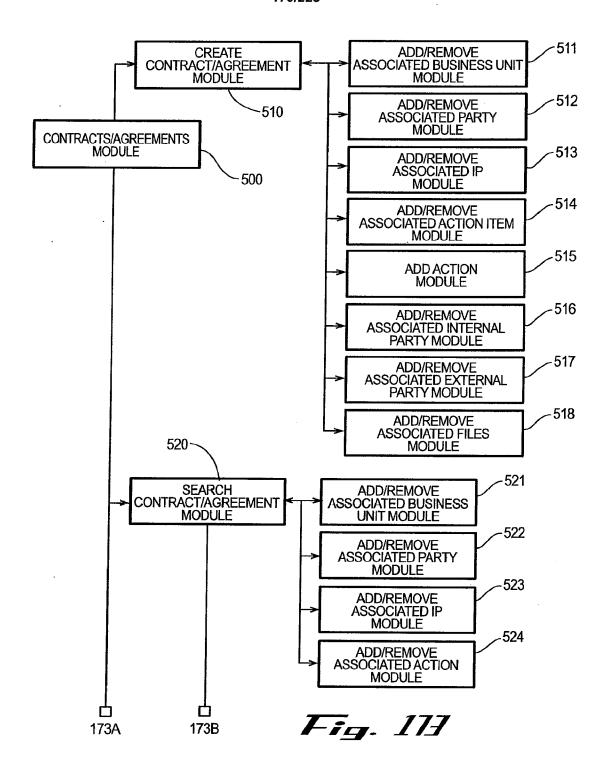


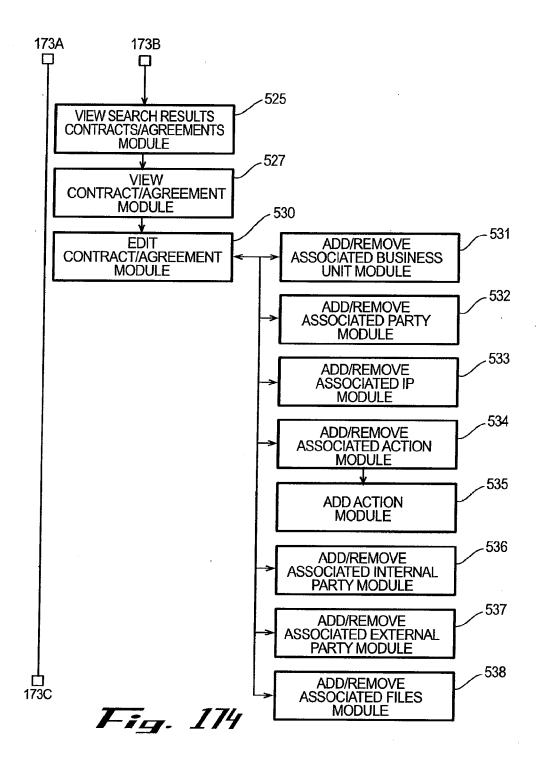
Fig. 169

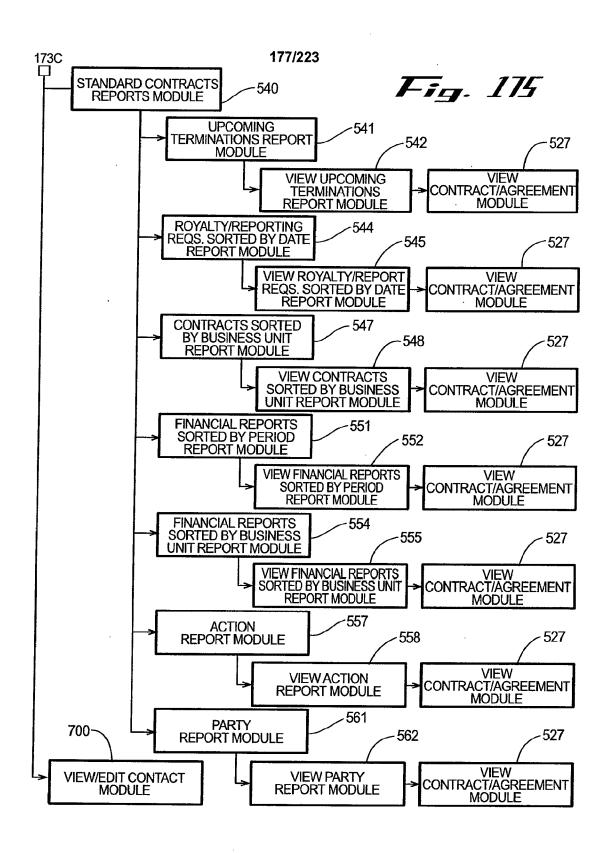


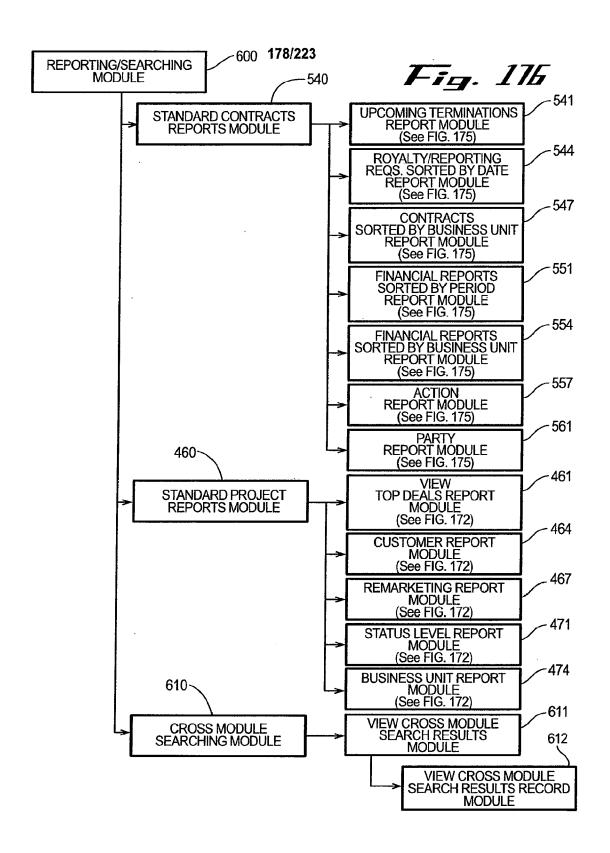


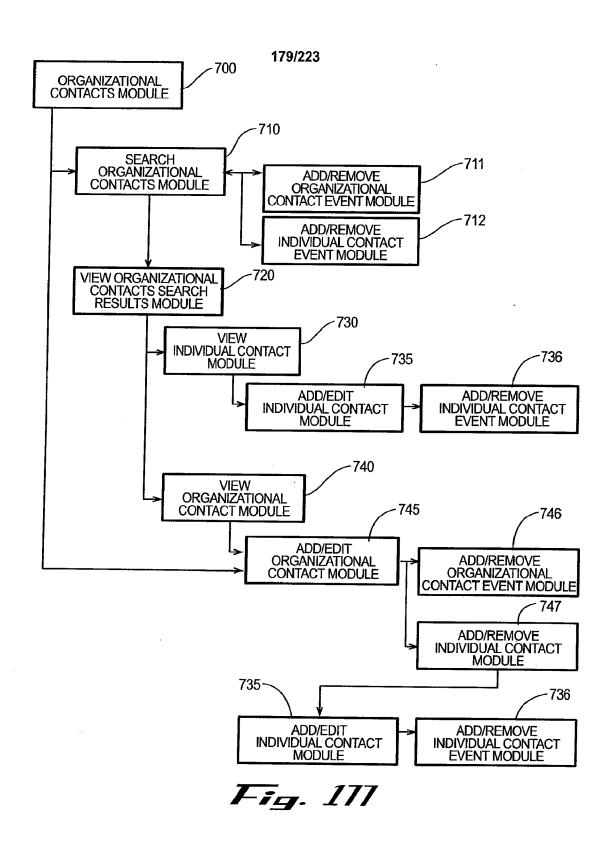


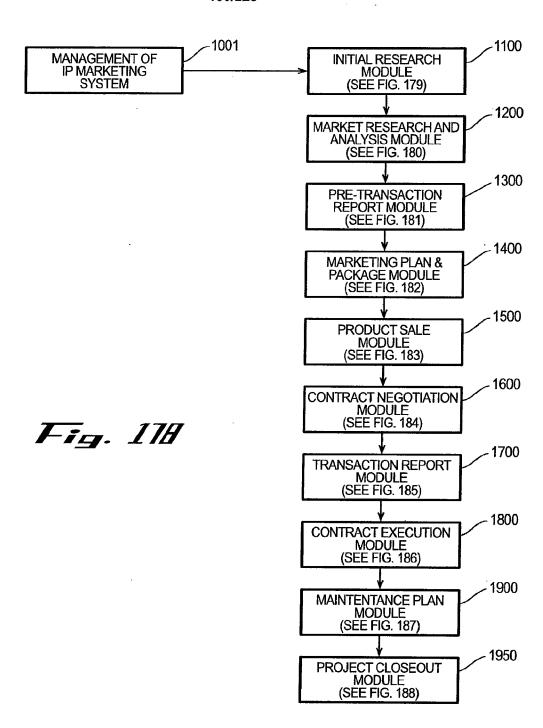


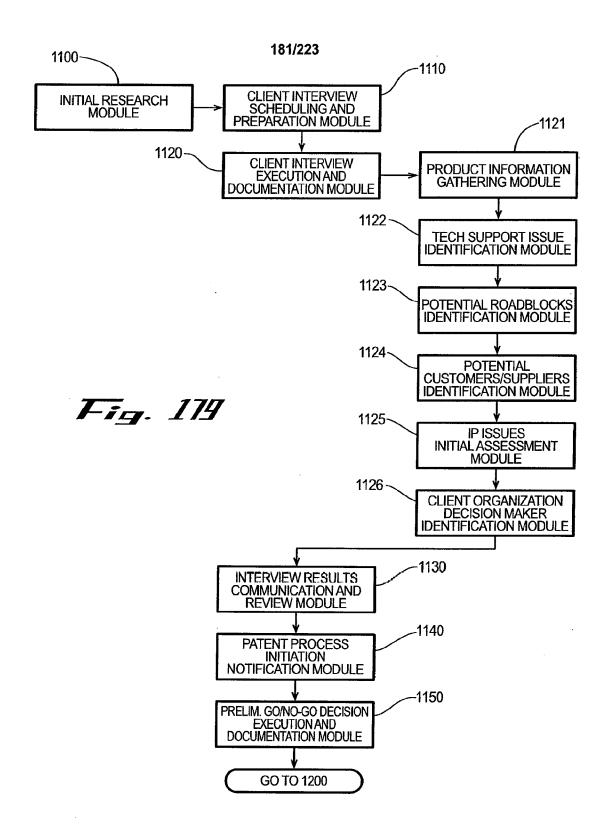


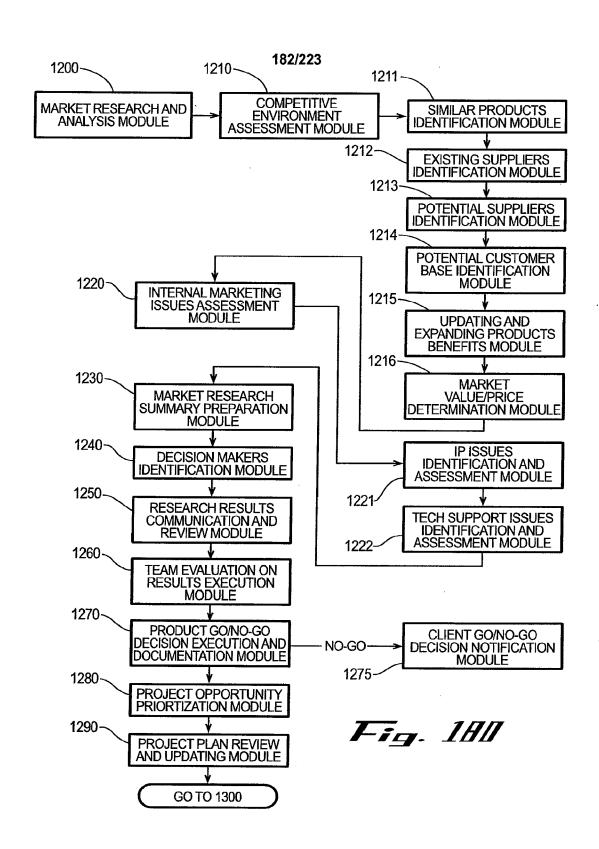












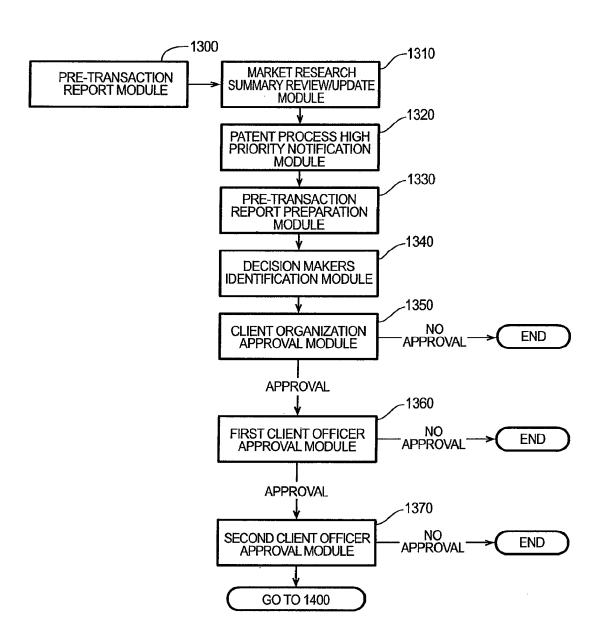


Fig. 181

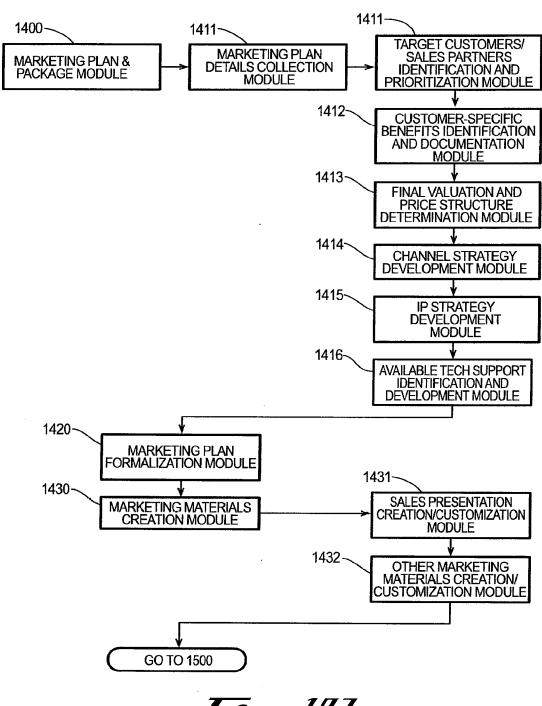
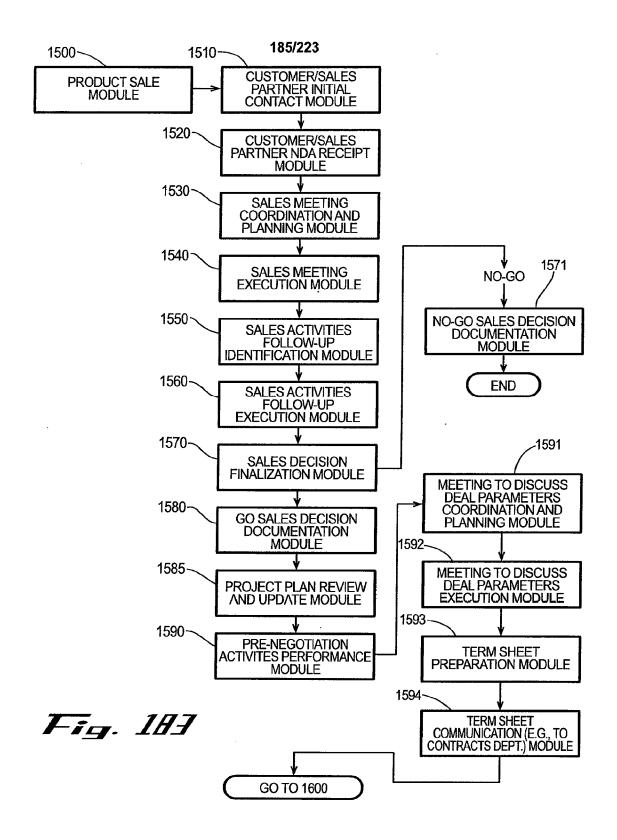
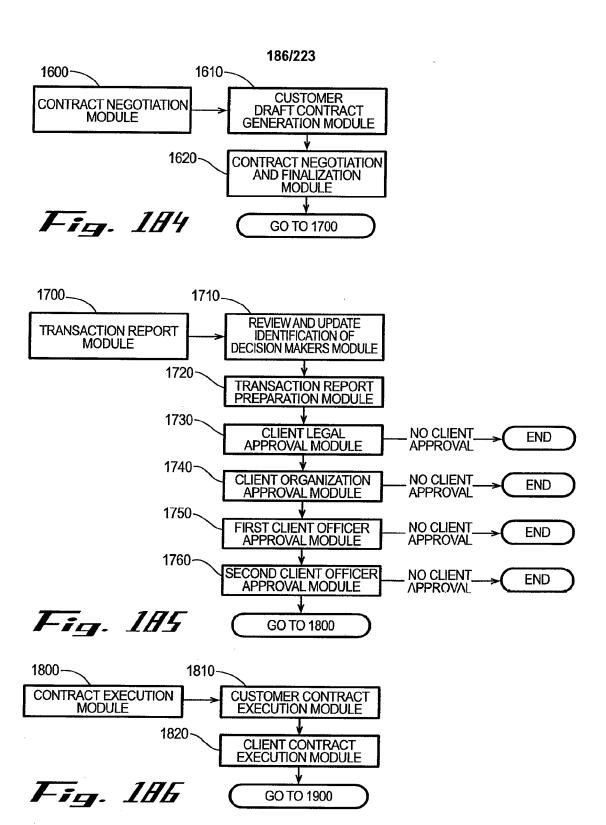
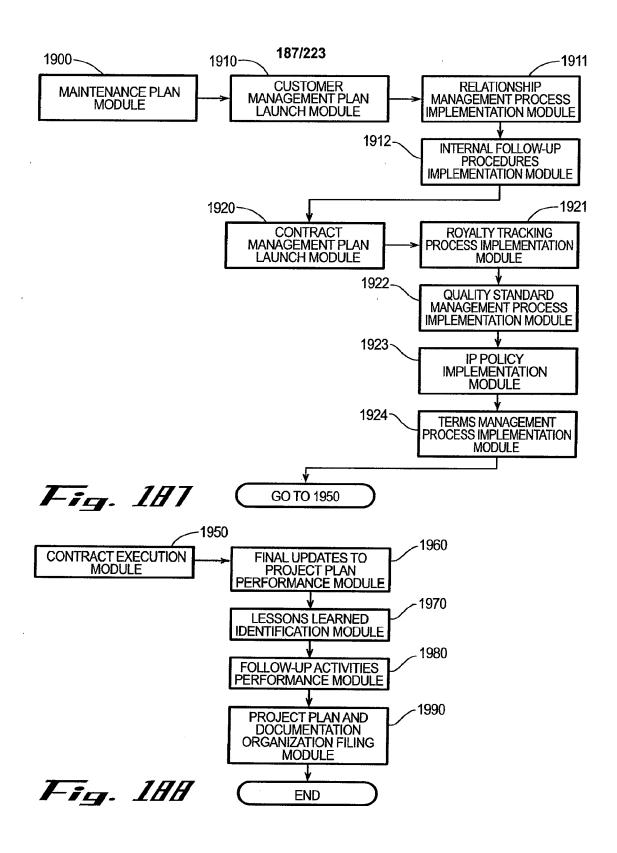


Fig. 182







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	F			oject Ten	Project Template Project Plan	Plan .				
	@	WBS	ne	Duration	Start	Finish Pred	Succ	% Comp	2	Resolutions
-	1		1 Conduct Initial research	5 days	Mon 1	듄	T	% O	2	No Product Mar
3		7	2 Conduct market research and analysis	10 days	10 days Mon 1/10/00 Fri 1/21/00	Fri 1/21/00	-	% 0	2	No Meta Analyst
33		က	3 Complete and approve pre-transaction report (PTR)	15 days	15 days Mon 1/24/00 Er 2/11/00	Eri 2/11/00		9 2	2 2	IVING ATTAINST
න		4	4 Develop marketing plan & package	15 do 10	00/F2/1 110/11	001170	\downarrow			NO Productings
7	(14	Coll product	13 days	13 days Moil 1/24/00 Fit 2/11/00	FII 2/11/00		%0	2	Mktg/Sales Rep
_		9	S Sell product	50 days	50 days Mon 2/14/00 Fri 4/21/00	Fri 4/21/00		%0	9	Mktd/Sales Rep
8		اه	6 Negotiate contract	50 days	50 days Mon 4/24/00 Fri 6/30/00	Fri 6/30/00			2	Contract Mor
33		/	7 Complete & approve transaction report (TR)	15 days	15 days Mon 7/3/00 Fri 7/21/00	Fri 7/21/00	-		2	Contract Mor
28		8	8 Execute contract	10 days	10 days Mon 7/24/00	Eri 8/4/00	-		2 2	Contrador INIGI
5		٥	0 Set in maintenance alore	2	00/17/1 10/1	001			2	Contract Ingr
_	1	ا ج	Oct up I I all I i al I de Dia I	o days	Mon 8/7/00	Fri 8/11/00	8	%0	2	Mktg/Sales Rep
8		2	10 Glose out project	5 days	5 days Mon 8/14/00 Fri 8/18/00	Fri 8/18/00		29Y %0	ya X	Project Lead
							-			מי רבים
ቼ	oject 1	Templ	Project Template, Draft - Mon 3/27/00							Dage 1 of 2
		İ								1 7 IO 2 O 7

	Project Template Project Plan
88 21	Sell product At this point, duplicate project plan for each target customer for the specified product. Close out project Close out project Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
Ğ	Project Template, Draft - Mon 3/27/00

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	Resources	Product Mar		Product Mgr	Product Wgr	Product Wigh	No Product Mar	Droduot Mar		Product Mar	Product Mar	Product Mor	Product Mar	Mkt Analyst	Mkt Analyst		Mkt Analyst	Mkt Analyst	No Mkt Analyst	Mkt Analyst	Mkt Analyst	Product Mor	Product Mar	Product Mar	Page 1 of 6
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ł	Pred			6							رم ا	m	ę		54							12			
Jan	Finish		Mon 1/3/00 Mon 1/3/00	Tue 1/4/00	Tip 1/4/00	Tip 1/1/00	Tile 1/4/00	Tile 1/4/00	Tue 1/4/00	Tue 1/4/00	Thu 1/6/00	Wed 1/5/00	Fri 1/7/00	Fri 1/21/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	Thu 1/13/00	
Project Template Project Plan	Sart	Mon 1/3/00	Mon 1/3/00	Tue 1/4/00	Tile 1/4/00	Tue 1/4/00	Tue 1/4/00	Tile 1/4/00	Tue 1/4/00	Tue 1/4/00	Wed 1/5/00	Wed 1/5/00	Fri 1/7/00	10 days Mon 1/10/00	4 days Mon 1/10/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	4 days Mon 1/10/00 Thu 1/13/00	
ect Temp	Duration	5 days	, da	, day	1 day	1 day	1 day	1 day	1 day	1 day	2 days	1 day	1 day	10 days	4 days	4 days	4 days	4 days	4 days	4 days	4 days	4 days	4 days	4 days	
Pro	Task Name	Conduct Initial research	Schedule & prepare for client interview		Gather product information						Solling		Make & document prelim go/no-go decision	Conduct market research and analysis	Assess competitive environment	ID similar products		ID potential suppliers	ID potential customer base	Update & expand product benefits	Determine market value/price	Assess Internal marketing issues	ID & assess IP Issues	ID & assess tech support issues	Project Template, Draft - Mon 3/27/100
	WBS		=	1.2	1.2.1	1.2.2	1.2.3	12.4	12.5	1.2.6	1.3	1.4	1.5	7	2.1	2.1.1	2.1.2	2.1.3	2.1.4	2.1.5	2.1.6	2.2	22.1	22.2	empla
	€			8 ⊗	_	\oint{\oint}			\oint{\oint}						14 ⊗⊗	T			I			<u>ر</u> 8			roject
	Ω	$\overline{-}$	7	က	4	2	9	~	∞	6	힏		ह्य	<u>e</u>	囙	5	စ္	耳	<u>@</u>	<u></u>	ន	₹	<u></u>	ន	1

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			A	oject Terr	Project Template Project Plan	Plan			١,	
₽	@	WBS	ame	Duration	Start	Finish Pred	Succ	% Comp Del	B	Resources
77	₽	23	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00 14,21 26	1 26	%0	Xes.	Mktg Analyst
		2.4	ld decision makers	1 day		Mon 1/10/00 Mon 1/10/00 12	36	%0	š	Yes Product Mar
প্ত	7	2.5		2 days	Man 1/17/00	2 days Mon 1/17/00 Mon 1/18/00 24,25 27	5 27	%0	2	No Mktg Analyst
77	\dashv	7.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00 Wed 1/19/00 26	88	%	운	No Product Mar
Ř	◈	2.7	Make & document product go/no-go decision	1 day	Thu 1/20/00	Thu 1/20/00 27	29,30	%0	Xes	Yes Product Mar
হ্য	◆	7.8	Priortize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00 28	413435,32,33,4 0%		Xes.	Product Mar
ಜ	寸	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00 28			Ş Ş	Product Mor
रू		က	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00		%	2	No Product Mar
Ř	♦	رب <u>۲</u>	Review/update market research summary	1 day	Mon 1/24/00	1 day Mon 1/24/00 Mon 1/24/00 29		%	Xes.	Mkto Analyst
8		32	Notify IPMAN of potential sele/move patent process into high priority	1 day	Man 1/24/00	1 day Mon 1/24/00 Mon 1/24/00 29		%	2	Product Mar
ਲ੍ਹ	&	33	Prepare PTE	5 days	Mon 1/24/00	Fri 1/28/00 29	98		ş	Product Mor
Ř	◆	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00 Mon 1/24/00 29			Şe Ç	Product Mor
မ္တ		35	Gain client organization approval	4 days		Thu 2/3/00 34	27	%	Yes	Product Mar
37	\dashv	3,6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00 36	88		Š	Product Mar
88		3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00 37	52		Xes	Product Mar
ළ		4	Develop marketing plan & package	15 days	15 days Mon 1/24/00	Fri 2/11/00		%0	ટ્ટ	No Mktg/Sales Rep
	c8	4	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00 29	47	%0	ટ	Mktg/Sales Rep
4	\dashv	1.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00 18,29	6	%0	Yes	Mktg/Sales Rep
42	<u>~</u>	4.1.2	ID & document customer-specific benefits	5 days	5 days Mon 1/24/00	Fri 1/28/00		%0	\es	Mktg/Sales Rep
€		4.1.3	Determine final valuation & price structure	·5 days	5 days Mon 1/24/00	Fri 1/28/00		%0	Yes	Yes Mktg Analyst
4		4.1.4	Develop channel strategy	5 days	5 days Mon 1/24/00	Fri 1/28/00		%0	Yes	Yes Mktg/Sales Rep
45		4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00		%0	운	Mktg/Sales Rep
46		4.1.6	ID & develop available tech support	5 days	5 days Mon 1/24/00	Fri 1/28/00		%0	ટ	Mktg/Sales Rep
8	ect	Temp	Project Template, Draft - Mon 3/27/00							Page 2 of 6

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		Project Template Project Plan	nplate Pro	ject Plan						
❷	<u> </u>	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	ē	Resources
,	4.2	Form	5 days	Mon 1/3/00	Fri 2/4/00	8	50,49	%0	Ķ.	Mktg/Sales Rep
- 1	43	Creat	5 days	Mon 2/7/00	Fri 2/11/00			%0	운	Product Mgr
	4.3.	Ō	5 days	Mon 2/7/00	Fri 2/11/00	47		%0	Kes	Product Mgr
	432	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		%0	Ş Ş	Product Mor
⊗		5 Sell product	50 days	50 days Mon 2/14/00	Fri 4/21/00			%0	2	Mkta/Sales Rep
		Make	3 days	Mon 2/14/00	3 days Mon 2/14/00 Wed 2/16/00	88	53	%0	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Mkto/Sales Rep
Z/ I	⊗ © 52	Obtain NDA from customer/sales partner	5 days	Thur 2/17/00	5 days Thur 2/17/00 Wed 2/23/00	25	ফ্র	%0	ě	Mktg/Sales Rep
- 1	53	Coordinate & plan sales meeting	10 days	10 days Thur 2/24/00	Wed 3/8/00	23	ਲ	%0	Xes	Mktd/Sales Rep
◈	5.4	Conduct sales meeting	1 day	1 day Thurs 3/9/00	Thu 3/9/00	ফ্র	22	%0	2	Mkto/Sales Rep
◈	5.5		1 day	Fri 3/10/00	Fri 3/10/00	55	57	%)	, Kes	Mkto/Sales Rep
	5.6	Perform follow-up sales activities	5 days	5 days Mon 3/13/00	Fri 3/17/00	26	88	%0	2	Mkto/Sales Rep
⊗	5,7	Finalize sales decision	10 days	10 days Mon 3/20/00	Fri 3/31/00	57	59,60,62	%0	ğ	Mkta/Sales Rep
- 1	2.8	Document go/no go sale decision	1 day	1 day Mon 4/3/00	Mon 4/3/00	82		%0	ğ	Mkto/Sales Rep
	5.9	Review & update project plan	1 day	1 day Mon 4/3/00	Mon 4/3/00	83		%0	ş	Mkta/Sales Rep
	5.10	<u>P</u>	15 days	Mon 4/3/00	Fri 4/21/00			%0	2	Mkto/Sales Rep
1	5.10.1		10 days	10 days Mon 4/3/00	Fri 4/14/00	83	ಜ	%0	ş	Mktg/Sales Rep
◈	5.10.2		1 day	Mon 4/17/00	1 day Mon 4/17/00 Mon 4/17/00	85	ফ	%)	욷	Mktg/Sales Rep
c 8	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	ន	88	%0	ş	Mktg/Sales Rep
	5.10.4		1 day	Fri 4/21/00	Fri 4/21/00	22	29	%)	운	Mktg/Sales Rep
- 1	9	Negotiate contract	50 days	50 days Mon 4/24/00	Fri 6/30/00			%)	운	Contract Mgr
	6.1	Generate draft contract for customer	5 days	5 days Mon 4/24/00	Fri 4/28/00	95	88	%)	Š	Contract Mgr
	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	29	70,71	%0	ş	Contract Mgr
- !!		7 Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			% 0	운	Contract Mgr
रु ।	t Temp	Project Template, Draft - Mon 3/27/00								Page 3 of 6
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												93/2												
	Resources		Mkta/Sales Rep	Yes Contract Mor	Yes Contract Mor	Yes Contract Mor	Yes Contract Mor	No Contract Mor	Yes Contract Mor	Yes Contract Mgr	No Mkta/Sales Rep	No Mkta/Sales Rep	No Mkta/Sales Rep	No Mkta/Sales Rep	No Contract Mgr	No Contract Mgr	No Contract Mgr	No Contract Mgr	No Contract Mgr	Project Lead	Project Lead	Project Lead	Project Lead	Page 4 of 6
			×8	× Se	Y Y	X W	S S	2	Yes	Yes	2	2	2	ટ	운	2	2	운	2	Yes	×8	, Se	Ϋ́es	
	% Comp	%0	%0	%0	%0	%0	%0	%0	%0	%0	%	%0	%0	%0	%0	%	%0	%0	%0	%0	%0	%0	%0	
	38		72	23	74	75	11		82	80,83	88										8	91		
	Pred	88	88	71	72	23	74		75	11		82			8						22	88	ട	
Plan	Finish	Mon 7/3/00	Fri 7/7/00	Man 7/10/00	Thu 7/13/00	Tue 7/18/00	Fri 7/21/00	Fri 8/4/00	Wed 8/2/00	Fri 8/4/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/11/00	Fri 8/18/00	Man 8/14/00	Wed 8/16/00	Fri 8/18/00	
Project Template Project Plan	Start	Mon 7/3/00	Mon 7/3/00	Mon 7/10/00	Mon 7/11/00	Fri 7/14/00	Wed 7/19/00	Mon 7/24/00	Mon 7/24/00	thur 8/3/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/7/00	Mon 8/14/00	Mon 8/14/00	Tue 8/15/00	Thu 8/17/00	
roject Tem	Duration	1 day	5 days	1 day	3 days	3 days	3 days	3 days	10 days	8 days	2 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	1 day	2 days	2 days	
۵	Task Name	Review/Lpdate decision makers		Obtain IPMARK legal approval	Obtain dient organization approval			Execute contract	Obtain customer contract signature	Obtain IFMARK contract signature	Set up maintenance olan	Launch customer management plan	Implement relationship management process	Implement internal follow-up procedures	Launch contract management plan	Implement rayalty tracking process		Implement P policing	Implement terms management process	10 Close cut project	Perform final updates to project plan	Identify lessons learned & perform follow-up activities	Organize & file project plan & documentation	Project Template, Draft - Mon 3/27/00
	WBS	7.7	7.2	7.3	7.4	7.5	9.7	8	<u>∞</u>	87	6	9.	9.1.1	9.12	9.2	9.2.1	9.2.2	9.2.3	9.2.4	우	5	10.2	10.3	mplate,
	€		71 ⊗®														⊗				®	⊗	\(\rightarrow\)	oject Te
	₽	2	7	72	22	74	33	76	7	8	2	8	ᇒ	8	8	श्र	8	88	8	<u></u>	<u>®</u>	8	9	4

Project Template Project Plan

3 Conduct & document client interview

If create interview form, can eliminate tasks 1.2.1 thru 1.2.6

4 Gather product information

Must Include product benefits, similar products, etc.

5 ID tech support issues

Type of support required? Tech transfer? Support partner? No support?

8 Perform initial assessment of IP Issues

Title and rights:

- 1. Ownership?
- 2. Protection?
- 3. Possible infringement?

9 ID client organization decision makers

Consider decision makers and needed officer buy-in.

11 Notify IPMAN to begin patent process

Potential checklist/form for interview process. If form, change task to "Provide Interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.

12 Make & document prelim go/no-go decision Potential form to doc reasons for go/no-go.

14 Assess competitive environment

Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.

22 ID & assess iP Issues

Expanded investigation of any ownership, protection, potential infringement issues.

24 Prepare market research summary

Potential Score Card form. If so, indicate in task field.

25 ID decision makers

Verify that all key decision makers are identified

28 Make & document product go/no go decision

Potential form to doc reasons for go/no go decision

29 Prioritize project opportunity or notify client of no go decision

Create scorecard to prioritize.

Create form letter that thanks client and notifies of status of product.

32 Review/update market research summary

Potential form, Part 2 of Score Card, more market plan specific info.

34 Prepare PTR

No formal client interview but Product Manager will communicate with client regularly while preparing the PTR

35 ld decision makers

May require multiple client approvals. If so, add task for additional approve(s) - i.e. business unit and IT approval. If patent license, add task for owner approval.

42 ID & document customer-specific benefits

If form a checklist, can eliminate this task. May be considered part of marketing plan.

43 Determine final valuation & price structure If form or checklist, can eliminate this task.

Project Template, Draft - Mon 3/27/00

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	Project Template Project Plan
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25	At this point, duplicate project plan for each target customer for the specified product. Make initial contact with customer(s)/sales partners Must have signed PTR before initial contact with potential customer
33	Obtain NDA from customer/sales partner
32	Conduct sales meeting information and mutual NUA also available on n. drive
22	Including PowerPoint sales presentation ID follow-up sales activities
ğ	May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questionsOR NOTHING!
3	Resource for this task is actually the customer.
ස	Conduct meeting to discuss deal parameters
89	Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet. Negotiate and finalize contract
7	Could be multiple drafts and result in additional meetings between IPMARK and customer, Includes obtaining all necessary approvals
_	Friedate Lin If time & resources permit, Mita/Sales rep should begin mulling together the TR in parallal with task 6.2 Negotists & finalize construct
8	Implement quality standard management process
88	lollow up with new customer/sales partner for samples of products to check for product quality. Close out project
8	Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan. Perform final updates to project plan
S	project in accordance of a solution of the control
3 8	Follow-up countries a perform tollow-up activities Follow-up countries and updating generic plan
0	Final project plan a documentation Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.
Poj	Project Template, Draft - Mon 3/27/00

Client Interview questionnaire (task 1.2)
(Completion Date:)
1. Gather project information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

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Assess competitive environment checklist (task 2.1) (Duration: 4 days - Complete by:)
ID similar products
ID existing suppliers
ID potential suppliers
ID potential customer base
Update & expand project benefits
Determine market value/price
·

Assess internal marketing issues checklist (task 2.2) (Addresses internal IP and Tech Support issues)
1. ID & assess IP issues
·
2. ID & assess tech support issues
2. ID a assess teal support issues

INTE		ROPERTY OUTMAF	
Product/Project Name:	PRE-IRAN	ISACTION REPOR	
Entity Requesting:		·	
Contacts (Entity Name, Phone Numbers, Email):			
Outmarketing Party(s) (Company, Address, State of Incorporation, Contacts, Phoi Phone Numbers):	ne		
Intellectual Property Involved (Patents, Trademarks, Trade Secrets, Software, etc.)		•	
Background of Deal (How Deal Developed, Summary of Intellectual Property Functionality/Uses, Deal Structure):			
Financial Analysis (Revenue to be Recognized, Cost Savings, etc.):			
Competitive Analysis (Worldwide, Outside US, US only, Outside 9 State Region, etc.):			
Status of Deal (Ready to Sign Up, Need Negotiation Assistance):			
Anticipated Timeline (Initial meeting, Demos, Sign Contract, etc.):			
, a, a, a described terms.	_Corporation subs o an intellectual p	sidiary, requests_ roperty outmarketing ag	IPMARK reement according to the above-
Requestor	Entity/Dept.	Title	Date

Marketing Plan checklist (task 4.1)
ID & prioritize target customer(s)/sales partners
ID & document customer-specific benefits
Determine final valuation & price structure
Develop channel strategy
Develop IP strategy
ID & develop available tech support
Formalize marketing plan

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NONDISCLOSURE AGREEMENT THIS NONDISCLOSURE AGREEMENT is made by and between [Name of [Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 20____. The parties agree as follows: Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "representatives"), in the course of the performance of the Company's services for OWNER in connection with (the "Project). Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the information made available after the execution of this Agreement. 3. Exclusions for Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETERY/LOCK

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running directly or indirectly to OWNER; (iii) has been approved for release by a written authorization by OWNER; or (iv) is independently developed by the Company without use directly or indirectly, of the information received from OWNER.

- 4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for OWNER in connection with the Project except with the prior written consent of OWNER or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the Information provided by OWNER in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interest of ______
- 5. <u>Standard or Protection.</u> For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive Information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.
- 6. <u>Compliance with Legal Process.</u> In the event that the Company is legally-requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) ot disclose any Information, the Company shall promptly notify OWNER of such request or requirement prior to disclosure so that OWNER may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.
- 7. Ownership: Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to OWNER all tangible materials containing or embodying the information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the information which may impair or be adverse to OWNER's ownership thereof.

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- 8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that OWNER shall be entitles to seek injunctive or other equitable relief to remedy or Forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.
- 9. <u>No Representations or Further Obligations.</u> Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase or services by OWNER. None of the Information which may be disclosed by OWNER shall constitute any representation, warranty, assurance, guarantee or inducement by OWNER to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate OWNER to enter into any further agreements or to proceed with any possible relationship or other transaction.
- 10. <u>Term; Termination</u>. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate, provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.
- 11. <u>No Waiver</u>. No failure or delay by OWNER is exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.
- 12. <u>Amendment.</u> This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.
- 13. <u>Applicability to Associated Parties.</u> Any information disclosed to the Company by any of OWNER's affiliated companies or by any company, person or other entity participating with OWNER in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by OWNER shall be deemed to constitute Information under this Agreement, and the rights of OWNER under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement. 14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions. IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above. OWNER: Company: By:_____ Name: Title:_____ Title:_____ PRIVATE/PROPRIETARY/LOCK

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Product Name

License Agreement Term Sheet

<u>Definitions</u> What is licensed?

Specs of the Software (exhibit) Definition/description?

<u>Delivery, testing and acceptance</u> How should this work?

<u>Grant and Scope of License</u> Exclusive? Non-exclusive? Etc.?

Term and Limitations on Use and reproduction What can partnership do with it?

Sublicensing and transfer limitations

<u>Pricing Terms</u> Royalties? Buy? Savings?

Acct and audit rights
As stated in the partnership agmt?

Sales and Property tax liability Who liable?

Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

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<u>Title to original software and owner infringement reps</u> Positive stmt of ownership-will we indemnify the partnership?

Ownership of mods enhancement and additions Who owns?

Source code inclusion/exclusion and protection Must source be disclosed to partnership?

<u>Training and documentation req's</u> Any?

<u>Protection of Trademarks</u> Partnership must honor OWNER's marks

SW maintenance and technical support obligations

Vendor warranty obligations and scope

Limitation of liability and types of damages

Vendor indemnify and obligations in event of infringement

Dispute resolution provisions

Insurance terms (vendor on site?)

Assignment limitations

Std boilerplate (merger, written agmt, force majeur, etc)

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INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:
OUTMARKETING PARTY:
BUSINESS DEAL CONTACTS:
INTELLECTUAL PROPERTY CONTACTS:
ESTIMATED VALUE:

STIMATED VALUE: Up Front Savings Revenues (Years) =__

II. Background

Executive Summary

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III.	Deal Structure
·	
IV.	Financial Analysis
V.	Compatitive Analysis
V.	Competitive Analysis (1) Customers:
	(2) Territory:
	(3) Standardization:
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	BUSINESS APPROVAL	LEGALAPPROVAL
Signature:		
Printed Name:	e	
Title:		
Entity:		
Date:		

			MS Projec	ct Activ	rity Sheet
Project I	Vame:				
1 1	Start Date:				
Project I	Resources:				
Product	Mgr			<u> </u>	Contact Mgr
					Mktg/Sales Rep
Instruction 1. All up 2. In the 3. Find the 4. Use the	datas in \$40 D	roject are made enter the # of the the field you wis uidelines for upo te - Change the Enter the new % hange deliverat	t the sub-tasl task being up task to update for lating fields in duration of the complete for ble field to Yes	k level of odated of or the ta MS Pro e appro the tas , either	only. or "new" if adding a task. sk and enter update information in the space provided. oject: opriate task(s) to arrive at the new start/finish date k(s), either manually or using the up/down arrows manually or using the drop down box
Task#	Start Date	Finish Date	% Comp	Del	Add/Delete Task (incl. info for all project fields)
				·	

Оррог	tunity Score Card	
Scoring Date: Scorer Product/Project Name Business Unit		Total Score:
Business Unit Primary Contact: Name Phone	IPMARK Prima Name	ary Contact:
Score Card Key Factors	l So	coring & Explanation
MARKET POTENTIAL Product viability (i.e. unique product, benefits, support/maintanance?) Potential customers? Few competitive products/suppliers? Large market, low market saturation?		Market Potential Rating:
High Low Potential —————————Potential 10 9 8 7 6 5 4 3 2 1		
2. PROJECT TIMEFRAME -Product developed & ready to market? -Ownership? Patent status? -Identified interested parties? -Deal simple or complex? -Anticipated time to sell/close/recognize\$?		Project Timeframe Rating:
Today 6 12 18+ mths 10 9 8 7 6 5 4 3 2 1		·
PROJECTED REVENUE POTENTIAL Anticipated total revenue from project? (if no strong customers, use 1X value)		Revenue Potential Rating:
Over Under 5M—4M——1M——100K 10 9 8 7 6 5 4 3 2 1		
COMPETITIVE THREAT TO BELLSOUTH Sale give customer competitive advantage over BellSouth?		Competitive Threat Rating:
No High Threat — Threat 10 9 8 7 6 5 4 3 2 1	·	
 INTANGIBLE VALUE –Set stage for future big # deals? –Build/foster relationship w/existing/future customer? –Officer request/interest? –Public relations opportunity? 		Intangible Threat Rating:
High Low Profile ————————————————————————————————————		
	TOTAL SCORE:	

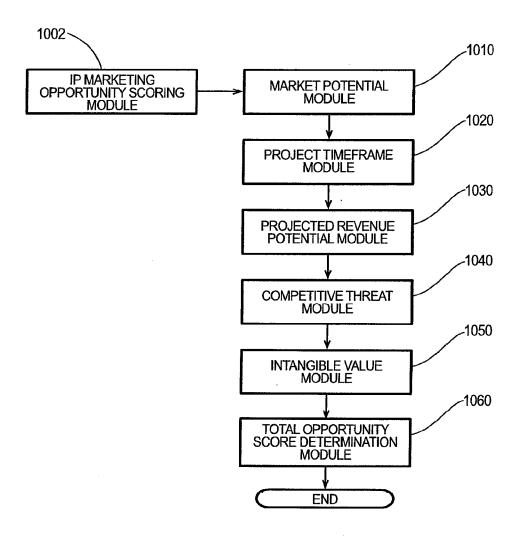
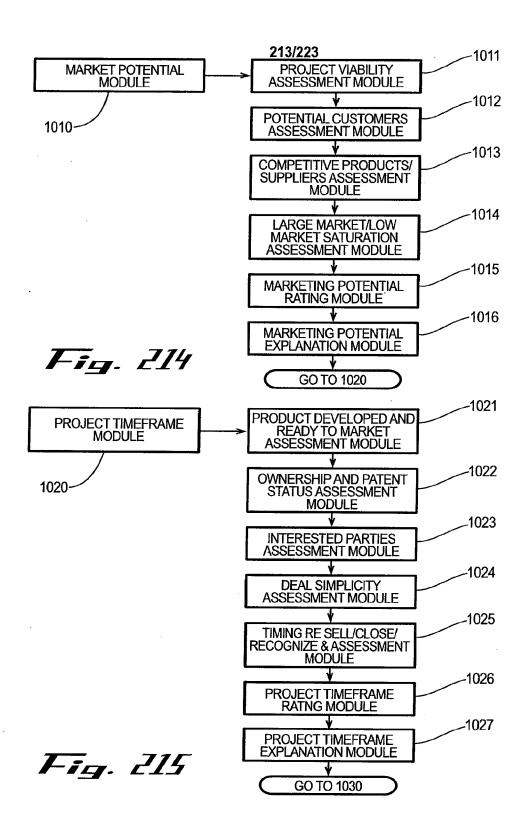
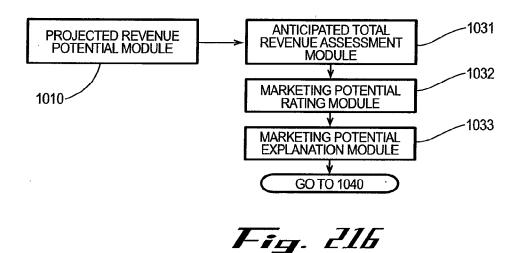
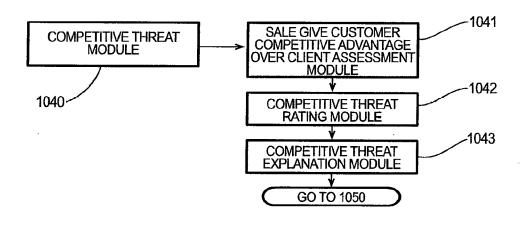


Fig. 213



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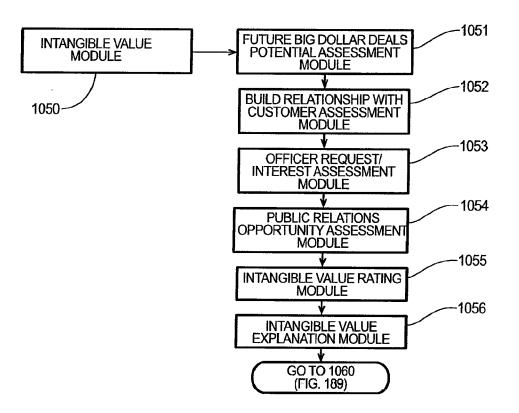
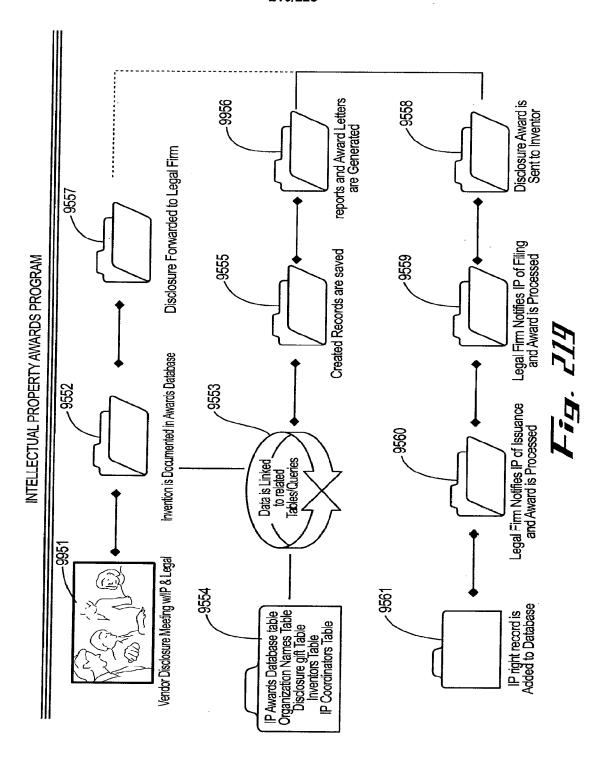


Fig. 218



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Company Intellectual Property 10 Step Checklist

✓ Patents

- Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - Development of a new product, feature, process or software that seems unique
 - Improvements to existing technology,
 - product, process, or software Results that cut cuss and/or improve efficiency
 - □ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404 xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

Trademarks

- The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- All subbrands have been cleared by the Director of Trademarks.
- All third party(such as agents, distributors, cobrand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identify (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (4040 xxx-xxxx.

✓ Copyrights

 Every Company work product created by an employee or by a vendor under a "work made for hire" contact have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of administration (404) XXX-XXXX.

√ Proprietary Information

- □ All proprietary information has been physically marked by its originator at the bottom center
- margin using the approved markings.

 All proprietary information has been securely
- stored and properly disposed.

 An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Ownership

□ Before any development work to be done by an outside vendor (such as software, training courses of advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) XXX-XXXX.

✓ Marketing

Company's policy is to maximize the value from its

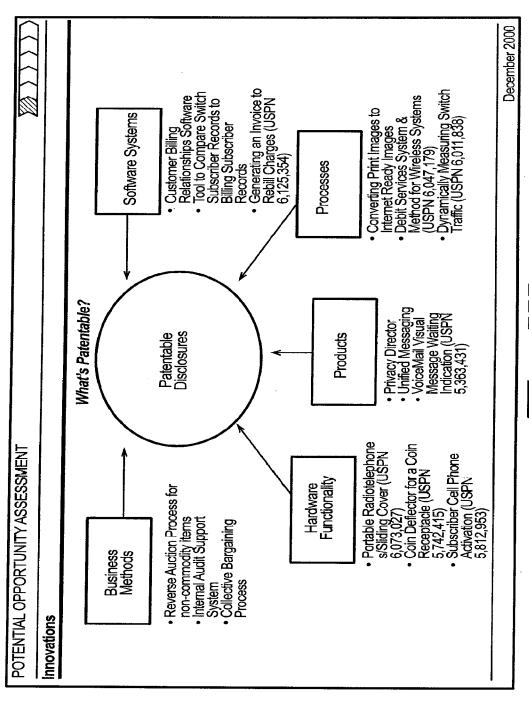
intellectual property.

Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

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				218/223	-
	18 - 24 Months	Patent Issues		• 12-18 months	Each inventor received \$2000 If this is an inventor's 5th company patent, he/she will receive an additional \$2500 Oth Issued Company Patent: additional \$5000 Alth Issued Company Patent: Nominated for General Award December 2000
Patent Process Life Cycle	Patent Timeline: ASAP Disclosure to Filing 3 - 5 months	Developmnet Submit a Meet with Review Draft Patent or Improvement (Call TAM) Attorney Application Filed	Task: • Developments or • Review for Disclose: • Outside attomey Improvements technical merif • State of industry will prepare at created by company • Initial marketing • Problem Solved least 1 draft employees or with potential analyzed • Sufficient detail application company resources • Administrative such that someone • Inventor reviews should be brought to procedures of your expertise draft & provides aftention addressed could replicate the comments	2 hrs • Attorney Prec: 6-8 • 4 Weeks to dules weeks receive official notice • Inventor given 2 filing notice weeks to review & Patent Office are return to IP	• Each inventor received \$1000.



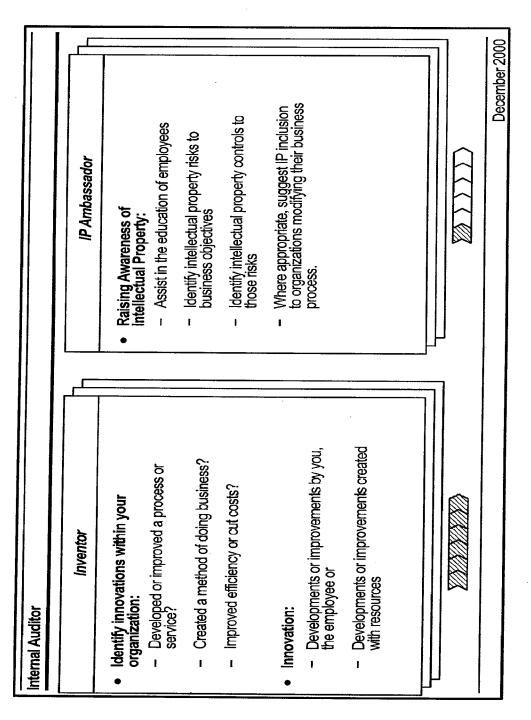


Fig. 23

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Internal Audit & the Checklist	he Checklist				((((()))
Sample Business Process	ss Process				
Business Objectives	Transition Product to Trial Testing	Integrate Product w/ Current Service Offerings	Product to Market by Goal	Product Savings	Decrease employee tumover ratio
Potential Risks	Delay in contact negotiations	Vendor's architecture incompatible Contract Disputes	Project delayed by missed deadlines Unable to market	• Increased developmental costs • Product released to <50% of	Employee Incentive Programs too costly Access to Senior Mgt
	·		product as intended due to Trademark Issues	Market in 2001 • Costly Overhead	too bureaucratic • Limited Budget for Salary Increases
Controls	Seek Patent Protection early Ensure proprietary info properly marked	Seek Patent • Ensure Ownership Protection early • Seek Patent Protection Ensure • Ensure Proprietary proprietary info Markings properly	• Contact Trademark & Corporate Identity Directors early in Process	• Identify outmarket opportunities	Encourage innovation through the Innovation Awards Program
	As an internal auditor, you can he importance of intellectual property	As an internal auditor, you can help educate the organization on the importance of intellectual property.	e the organization on	the	
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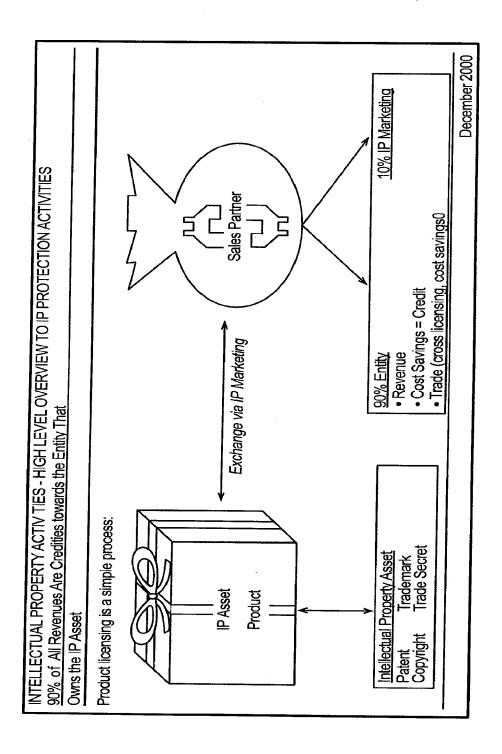


Fig. 225

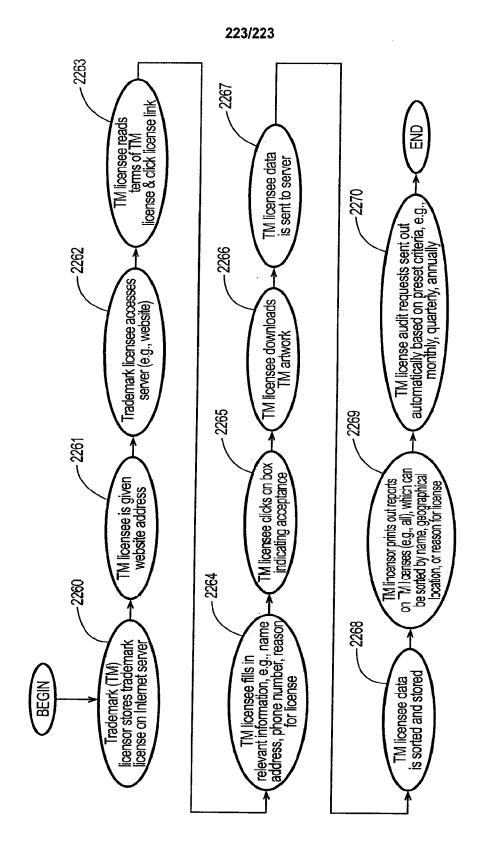


Fig. 226